

Billboard

MAY 16, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

Pop Publishers Stake Claim on Music Education Market

GI CUT AIN'T FOR SUPERMAN

HOLLYWOOD, May 9.—Superman and Samson just gotta have hair. George Reeves, who plays the life-size "Superman," TV film series sponsored by Kellogg, has been sporting a GI haircut for his role of Sgt. Stark in Columbia Pictures' "From Here to Eternity." Now production is about to begin on the second series of 26 segments in the "Superman" series. In the 19th episode, "Whit Willows," will have to wait about another month until Reeves' hair grows back.

Caesar-Coca To Ease Off

NEW YORK, May 9.—The "All Star Revue," which bowed off ABC-TV five weeks ago, will be back next fall in a 90-minute format. It will go into the "Show of Shows" time, 8-10 p.m. Saturdays, every fourth week, thereby splitting Dick Caesar, Insigne Coca and company, who have found the pressure of a weekly outlet too rough.

The channel for the new edition of "All Star" is being lined up. Some of the new talent getting trial runs on "Saturday Night Revue," summer replacement in that time slot, will be picked for the fall if they make good showings. "Show of Shows" is due to have its talent cut topped again in the fall.

Juke Anniversary Baby Race Hyped

By DICK SCHREIBER
CHICAGO, May 9.—With less than two weeks left to go to the big set outside to observe the 65th Anniversary of the Music Machine Industry, requests for

Ruckus in Vegas Over Hutton Pack

LAS VEGAS, Nev., May 9.—The Betty Hutton booking for the Desert Inn July 7 has started a ruckus among other local hotels which claim they were never given a chance to bid.

Most outspoken was Bill Miller, booking the Sahara, who charged the William Morris office with bad faith. Morris handled the Hutton date. "The Morris office is quick enough to call me when a hot set like a Hutton comes along it keeps still."

Admission Tax Hearing Set For Mid-June

WASHINGTON, May 9.—Amusement interests seeking exemption from the federal 20 per cent admissions tax will be given an opportunity to argue their case at hearings to be held by the House Ways and Means Committee in mid-June, it was learned today. The committee, which recently staged a one-day hearing on legislation to exempt movie theaters from the admissions tax, is planning to review the entire excise tax situation at the forthcoming hearing which will be announced publicly by the committee next week. A big parade of witnesses is virtually certain to be on hand from various segments of the amusement industry, including ballrooms, arenas, outdoor shows and concerts (The Billboard, May 2 and 9).

The upcoming hearing will encompass a broad range of taxes and consequently may last several days. In view of the administration's determination to get a balanced budget before trimming any taxes except those for which cuts had been mandated by the last Congress, it is held doubtful that the GOP majority will vote restrictions. However, the situation is considered by congressional leaders as "highly fluid" because of prodings which the bulk of congressmen are getting from their constituents.

RADIO STAFFERS HEAD NATIONAL PRESS CLUBS

WASHINGTON, May 8.—With the nomination this week of Hazel Markel, NWOC and Mutual commentator as president of the Women's National Press Club, the two top press organizations in the nation's capital will be headed by radio people for the first time in history. Mrs. Markel will take office on July 1. Theodore F. Koop, CBS radio chief in D. C., is president of the National Press Club.

Ringling Nears Record May Take

By JIM McILHUGH
NEW YORK, May 9.—Ringling Bros. and Barnum & Bailey Circus will have racked up an estimated \$2,500,000 gross for its 40-day, 79-performance Madison Square Garden run, which ends tomorrow night. The attendance this year is reported well over the 900,000 figure and close to the record paid gate established in 1948.

The pattern of attendance has changed with the growth of television. The night attendance, all-important in the pre-video era, has given way to bigger crowds at matinees. Apparently, the home entertainment media is strong enough to influence the choice of circus performances by both moppets and adults. The 39 matinee performances drew 100,000 persons, while the 40 night shows drew nearly 100,000 less with tentative figures pegging the total at 405,425.

Altho this is the first boost in attendance registered since 1949, the dollar volume of the Big Show has reportedly gained each year. The reasons for this are the continuing record price scale with a \$6.60 top and the addition of close to 1,000 seats in the higher price ranges. Consequently, when sell-out or capacity business occurs.

RADIO NOW GETS INTO 3-D ACT

CHICAGO, May 9.—The Chicago NBC radio station, WMAQ, is getting into the 3-D act with a promotion program from 7:30 to 8:30 p.m. CDT, Friday (15). Using separate mikes for simultaneous FM and AM pickup, the station will billboard the show as three-dimensional radio. A studio orchestra will be used for the all-music show.

Music Houses Share Growing Awareness Of Changing Needs

Exploitation of School Music Seen as Stabilizing Move; Field Expanding

NEW YORK, May 9.—The growing awareness among many pop music publishers of the golden potential in the educational field has worked a quiet profound revolution in their approach to the music business over the past few years. Once left strictly to the old-line standard houses, such as Schirmer, Presser, etc., the fertile educational market is now being plowed by many publishers who, as recently as World War II, were content to continue their exploitation of musical copyrights along traditional Tin Pan Alley lines.

To these publishers, their educational departments encompass any copyright usage outside of the strictly pop sphere. It could include a brain-band arrangement of "Begin the Beguine," a choral adaptation of "Temptation," or a symphony by William Schuman. Or it could be a method of learning to play the xylophone, the guitar or the piccolo.

More recently, the trend towards greater comparative effort in the educational area has received new emphasis to take up the slack of what many in the industry claim is a declining pop market. These traders point

out that it is no longer possible to win the same handsome return on pop hits they once enjoyed. The nature of the business has changed, they claim. Records mean everything today, but even the biggest disk click earns relatively modest mechanical royalties, which most publishers look on

(Continued on page 15)

'Celeb' Show To Follow WW

NEW YORK, May 9.—Vicerey cigarettes this week set Bert Lottel as emcee with a name guest policy for their new "Orchid Room" TV show via ABC, in the 6-6:45 p.m. Sunday time, following Walter Winchell. The show, which tees off May 24, will have Rosemary Clooney as first guest, originating from Hollywood.

Other guests set thus far include Rex Harrison and Lilli Palmer, Eddie Fisher, the Andrews Sisters and Marguerite Piazza. Music Corporation of America will produce and supply the talent. Ted Bates is the agency.

JIMMIE RODGERS

Hillbilly World to Honor His Memory

MERIDIAN, Miss., May 9.—On May 26 the hillbilly music world will turn out here to honor the memory of Jimmie Rodgers, "America's Blue Yodeler." Rodgers' death to overnight fame as a country warbler late in 1928 with his first RCA Victor record. Altho his recording career was short (he died on May 26, 1933, at the age of 35), he has had a lasting fame and is credited as having directly influenced many current hillbilly artists.

His start in life as a brakeman. Estimates of the crowd which is expected to attend the day-long ceremonies range as high as

(Continued on page 15)

Index

Advertisements	40	Music Charts	22
Amusement	41	Radio	42
Cinema	43	Records	44
Concerts	45	Shows	46
Country	47	Television	48
Dance	49	Unclassified	49
Debut	51		
Deaths	52		
Entertainment	53		
Exhibitions	54		
General	55		
Radio	56		
Records	57		
Shows	58		
Television	59		
Unclassified	60		

Next Week — The Billboard's 55th Juke Box Anniversary Number

\$2,140,500 SOUND-OFF

Chesterfield to Spend Top Sum on Baseball

NEW YORK, May 9.—Liggett & Myers is spending an estimated \$2,140,500 for its radio and TV coverage of six major league and four minor league clubs. This is the top sum being spent by any sponsor for baseball play-by-play this season and represents the advertiser's top year in terms of outlay for coverage of this kind. Most expensive buy in the New York where it will cost \$900,000 for AM-TV airing of the New York Giants on WMAC and WPX, respectively. Chicago will cost \$420,000 for the Cubs on radio and co-participation in Cub and White Sox video coverage via WGN-TV. The advertiser will also spend \$398,000 for the third sponsorship of the Boston Red Sox over WHDH, Boston.

CBS-TV Sells Summer Segs

NEW YORK, May 9.—CBS-TV this week wrapped up two summer sales to bolster further its sponsorship of the 1953-54 season. The first was a package of 12 half-hour segments of "Tales of the City," the new series created by Ben Hecht. The drama will alternate with Singer's filmed "Four Star Playhouse," until the Singer show goes regular weeks this fall. Ben Hecht will produce "Tales of the City," through RKO, Cone & Belding, has purchased the last third of the Larry Storch series, which will replace Jackie Gleason this summer. Sheffer Pless and Nescafe have the other two-thirds of the hour show. Schick Electric Razors will return to sponsor Gleason this fall, along with Nescafe and Sheffer.

Educational Grant Issued

WASHINGTON, May 9.—Federal Communications Commission issued the nation's 16th educational TV grant to St. Louis Educational Television Commission, St. Louis, to operate on VHF Channel 9, while increasing to 244 the number of channels reserved exclusively for education. The grant will allow a conference on educational television here, sponsored by the Joint Committee on Educational TV and attended by most of the FCC commissioners. Among the new commercial TV grants went to Harold C. Burke, Lancaster, Pa., UHF Channel 21, and Radio Broadcasting Company, Lubbock, Tex., VHF Channel 5, bringing to 456 the total TV authorizations, of which 353 are post-freeze grants. The two new non-commercial educational channels will be assigned by assignment of Channel 82 to Amer. Mass., and Channel 12 to Adams, Mass. At the same time, the commission proposed assigning Channel 13 to the University of Green, O., for educational use.

Selling Allentown, Bethlehem, Easton

WMMT-TV
Bethlehem, Pa.

the
only single
medium
reaching the
entire



LEHIGH VALLEY

A Seimston Station



Represented by
ROBERT MEEKER Associates
New York Chicago Los Angeles San Francisco

MASS. REJECTS LEGISLATIVE TV

BOSTON, May 9.—The Massachusetts House and a Senate turned down a proposal today for radio and video broadcasting of their proceedings—but not legislation. Sen. Charles J. Innes, opposed the idea after what happened at the national conventions and everywhere before the camera. Sen. Daniel Rudenstein was in favor of the plan. Rudenstein is a playwright and dramatic coach in his spare time, said that "in my opinion, the Senate and House." The vote was 14-9, against.

Sales Pace Up At CBS Radio

NEW YORK, May 9.—The up-beat sales at CBS Radio continued this week with the sale of two quarter-hour strips to Toys 'R Us and Manhattan Soap, co-sponsor the sales. Advertisers are buying 3:45 p.m., noon, 10:30 a.m., 9:30 a.m., 8:30 a.m., 7:30 a.m. The afternoon time slot is being sold to an audience-participation strip in the evening strip with a drama. CBS Radio also sold a network radio program to replace Bill Crosby while he vacations in the summer. Another client not taking a hiatus from the web will be Rexall, which will use the Ford, Power, vehicle, "Richard Diamond."

NEWS CAPSULES—COAST TO COAST

New Video Magazine Enters Field: Schenck Says WGMG Not for Sale

NEW YORK, May 9.—In the past month TV's national station has been given new recognition for its service to the nation. TV magazines which have entered the field. In many cases, too, old media magazines such as TV Guide have been reorganized on a national scale and movie magazines have been added to department. Among the newer video magazines are "The National Television Life, TV Comic Book, TV Fan, Inside TV, TV Show, TV Star Parade, TV Starland, TV Life, TV Magazine, TV and Movie Screen, TV People and Pictures, TV Review, TV Age and TV World.

DENY WGMG IS ON BLOCK

NEW YORK — Rumors that WGMG here was on the block were denied by Stanley Schenck, president of Loew's, Inc., owner of the station. He said that he had no intention of selling one of America's foremost inde-

pendent stations. "No negotiations for its sale are under consideration."

DE MILLE BIGG ON

NEW YORK — Projected plans to do a biography of Cecil B. De Mille, "The King of the Town," were canceled when the American Federation of Television and Radio Artists manifested opposition to his appearance as narrator. The union agreed that he would appear as a guest, even though he is not of great standing, but the Mille refused to accept the offer.

DU MONT INSTRUMENT

PLANT TO OPEN — The new instrument plant of the Allen B. Du Mont Laboratories will be opened Tuesday, May 12. Investors can anticipate that Dr. Du Mont may have more to say about the new do-it-all TV system at the opening ceremonies. At a stockholders' meeting this week, Dr. Du Mont revealed that the firm was working on a compatible three-color electronic television which he hoped to be able to introduce by the end of the year. The new building is right behind Du Mont headquarters in Clifton, N. J.

OTHER NEWS

IN BRIEF — Four stations are distributing 40,000 copies of a 16-page booklet on the Coronation to teachers. The booklet is being distributed by the U. S. Education Service, which was prepared by Stanley Applegate, of the National Education Association. The Denver school board voted to file application for Channel 6 there. — WCAU-TV, offering its facilities for four hours Monday through Wednesday for Wisconsin State University for Vocational Education. — KDKA, Pittsburgh, has started a new training school for technical and program staffs. — Walt Frazer is pitching a book, "The Making of a Million," starring Jerry Lester. — "Love Lacy" is being dropped by Intercontinental in Boston and Baltimore.

Howdy to Be Pushed In Foreign Markets

NEW YORK, May 9.—The Kagan Corporation is working in the process of negotiating "Howdy Doody" product licenses with manufacturers in Mexico and South America, marking the initial step in setting up the TV woman's new merchandising program for a TV personality. These deals are expected to add sizably to the company's merchandising agreements with manufacturers in Japan and Europe, in which the company has been marketing "Howdy Doody" film telecasts.

Kagan foreseeably withheld foreign merchandise from most of its present manufacturing, which gives the firm practically an unlimited variety of products to choose from south of the Border and abroad. The foreign merchandising program will be co-ordinated with the filming of foreign language versions of "Howdy." At present Kagan is shooting a dolly Spanish version of the show over XEW-TV, Mexico City, and CMQ-TV, Havana, Cuba. First foreign manufacturing licenses were given to Larin Canda, Inc., which is bringing out a "Howdy Doody" candy bar. Larin also has the program over XEW-TV.

Meanwhile Kagan is making more money than ever from U. S. merchandising activities on behalf of "Howdy." Jackie Robinson, Babe Ruth, and Billie the Penguins, and Sonja Henie. Last year, "Howdy Doody" merchandise returned sales via 192 different products manufactured by 65 licensees. Kagan means that at the going rate of 5 per cent of wholesale sales, Kagan is taking in around \$100,000 in "Howdy" merchandising deals alone.

Kagan's "Howdy" venture is a quarterly magazine, aimed at three to six-year-olds. The 68-

page book, published by Western Publishing Co., will carry regular news features, a format for kids, and will be sold for 25 cents a copy. This fall at 25 cents per copy.

SCENIC EFFECTS

For TV Use Available

NEW YORK, May 9.—Mass production of a new type of rubberized props and scenic effects, which might greatly improve and simplify production in TV as well as other branches of show business, was being pulled down by veteran scenic designer A. A. Ostlander.

Ostlander makes possible the reproduction of virtually any object, in nature or man-made, down to the finest detail. The material, a rubber composition, is light, strong, and can be made in any color. It can be used for props and scenic effects, and flexible enough so that it will be pulled down and rolled up.

In addition, it can be made from any material, and for all purposes is unbreakable. It is light, strong, and can be made, or it can be built over frames.

Ostlander expects to make the material available on a rental basis, and to work up a backlog of props and textures, including mats that reproduce grass, ground, and sky. The cost of the new material will be less than the cost of the old material, such as paper mache, painted flats and the real thing.

KMYR Asks FCC To Turn Down Competitor Grant

WASHINGTON, May 9.—Station KMYR, applicant for a second TV channel in Denver this week (TV) asked the Federal Communications Commission to grant KMYR's application and turn down a competitor, Metropolitan Television Company, on grounds that Metropolitan is controlled by NBC. The FCC has been asked to consider the arrangement's contentions that the arrangement in question are simply a device to control the station, and that they are immaterial to 'control' and that they constitute a double no-surrender.

NBC, in a memorandum the FCC, stated that it does not control Metropolitan, licensee of KOA and KOA-FM. Then DC legislators James E. Greeley and Thomas E. Ervin, NBC pointed out that the web sold its interest in KOA and KOA-FM to (Bob) Hope Productions, Inc., last year for \$1,000,000 cash and stock, and \$1,250,000 from Hope. If the note held by Hope is not "control," and stands in the way of a competitor, TV grant to Metropolitan, the Commissioner should not grant the production to pay off, and the corporation will, Greeley said.

Judd, E. J. Richardson and George W. Standford are also owners. Robert W. Standford, formerly with WTV, is the general manager of the new station.

WKNX-TV BEGINS

SAGINAW, Mich.—WKNX-TV here kicked off programming Monday night (6), first at 10:30 p.m. to begin operations in Northeastern Michigan. William J. Edwards, president and general manager, said the station will carry programs from the U. S. and syndicated films and live programs. Live programs will emanate from an office in Saginaw, and a new transmitter building south of the city. Programming now starts at 2 p.m. and is expected to be expanded rapidly.

FCC OK'S SALE OF RADIO PROPRIETIES

WASHINGTON.—The Federal Communications Commission today approved a \$100,000 sale of a week authorized Rural Radio Network, Inc., to sell five FM stations, including WYNN, to the network. (Continued on page 42)

Local boy makes good—business

*The Durantes, O'Connors and Cantors of tomorrow are only local boys today. Starting June 13th—on a full NBC Radio network—they will get their first big push along the road to national fame. On summer radio's Saturday night showpiece, **NEW TALENT, U.S.A.**, America will audition the biggest parade of new stars ever assembled for a national radio audience.*

**IT GOES IN LOCAL . . .
IT COMES OUT NATIONAL**

Each week (7:30-9:30 EDT), New Talent, U.S.A. will originate from four different cities. The NBC affiliate in each city will produce a 30-minute segment of the show. Each station will air the best of its hometown talent, both professional and non-professional, selected through talent elimination contests.

Studio audience will pick each city's winner (who will be given valuable prizes) and a New York program board will select, from the four, the winner of the week. At the end of 13 weeks, 52 cities will have had NBC Station talent

contests . . . and 13 winners will have been selected. On the 14th week, these winners will compete in the National Finals—with New York origination and a grand prize.

NEW TALENT, U.S.A. ASSURES LOCAL CO-OPERATION

Local listener excitement, aroused by the talent elimination contests, most of which will run from 5 to 8 weeks. Dealer enthusiasm and co-operation, stirred by local identification—local boy makes good business. Merchandising potentials which only a local-national program can provide.

Full merchandising, exploitation and audience promotion support from NBC affiliates and field representatives.

New Talent, U.S.A. is available to sponsors in 30-minute segments and multiples thereof. The program price starts at \$750, modest enough to make it a profitable buy . . . to reach listeners all summer, at home, at the beach, in their cars. For, this summer, wherever people are . . . they will have **NEW TALENT, U.S.A.**



N B C Radio Network

a service of Radio Corporation of America



Special Carrier for Theater TV Likely; Early FCC Ruling

WASHINGTON, May 9.—The immediate fate of theater TV will be decided soon by Federal Communications Commission. The commissioners, it was reliably learned, were considered this week-end in a report from their legal department to authorize a special carrier for theater TV on common carrier frequencies. This authorization by the FCC would terminate the current theater TV hearings which began last fall, and also would provide a green light for expansion of the theater TV installations thruout the country. The legal department submitted its recommendation to the commissioners at a staff meeting yesterday (8).

A petition seeking the commis-

sion's OK for establishment by theater TV interests of a special carrier on common carrier frequencies has been pending before the agencies for three months. The petition was filed by the Motion Picture Association of America, Inc., and the National Exhibitor Theater Television Committee. The plea was opposed by American Telephone & Telegraph Company and the latter's opposition received a rebuttal from the theater TV groups. If the commission okays this petition, industry groups apparently would get together to form a common carrier service for theater TV use on a co-operative basis. Presumably, the service would use coaxial cable for short haul transmission

and microwave for longer haul service. This would have the effect of giving theater TV a go-ahead for widespread expansion. There are already more than 100 theater TV installations in the nation.

There is no complete certainty that the commission will go along with the agency's recommendations, but the odds favor this course of action. The commission would allow the theater TV hearings to go unresolved without granting the theater TV petition, leaving theater TV on the present basis of being served by AT&T. Still unanswered would be the question which the commission was pondering in hearings which began in October, namely whether a portion of the spectrum would be assigned to theater TV.

Web Teacast Will Showcase Big Bands

NEW YORK, May 9.—A remote teacast from Frank Dailey's Meadowbrook niteriy in Westchester will replace the Paul Whitehouse teacast in the new ABC-TV web (Saturday, 7-8 p.m.) beginning May 23, thus setting the Meadowbrook niteriy as the big band promotion program by record companies and distributors. The weekly Meadowbrook niteriy is packaged by Dailey and agent William Durgom, and features big bands currently appearing at the niteriy, teeing off with Ralph Marterie's orchestra.

Dailey has been TV-minded for some time now, on the theory that proper use of the medium could spark a revival of the late 30's. He proof tested the fact last Saturday night dinner business at the Meadowbrook niteriy was 33% higher when the niteriy carried a weekly TV remote over the Du Mont network in 1951. Dailey and Durgom negotiated a similar deal for a Saturday night TV remote with NBC last year, but it fell thru at the last minute and he was carried a studio origination instead.

The new hour telecasts, tagged "The New Week" or "Saturday Night Dancing Party," will feature a vaude-band show format, patterned after the old Paul Whitehouse show with Goodman and Dorsey.

Dailey has booked Billy May's orchestra to follow Marterie on June 5, and Sauter-Finegan June 13 and 20. He's a telegenist in the program, Gray, Billy Morrow and Ralph Dugum, to fill out the rest of the summer.

Mercury will launch a big promotional campaign for Marterie on June 1, first show via tie-ups with dis-

tributors and dealers in TV cities across the country, and Capitol will give Marterie a big push in June. General Artists is also in the picture, as is the promotional program, with the exception of Gray, all of the shows are represented by that agency.

FCC Appeals On Giveaways

WASHINGTON, May 9.—The Federal Communications Commission will appeal directly to the Supreme Court from a Federal Court decision which partly invalidated the FCC's anti-giveaway rule. The decision to appeal the case was made late yesterday (8) by one of the final acts of outgoing Federal Counsel Benedict Cottone.

The Federal Court in the Southern District of New York several months ago handed down a decision upholding the commission's authority to act on giveaways but denying the commission's anti-giveaway rule. The programs, taken to court by ABC, CBS and NBC, had been in the courts since 1949.

The showdown on the issue in Washington will be watched by the entire industry with intense interest. At stake will be the commission's rule, the FCC issues, there is no doubt that there will be a revival of giveaways. The programs, and increased scale. A victory for the FCC would mean a big financial pretty much at the present level, at best, and could possibly discourage the vague.

The Supreme Court is expected to give the case an early date. The commission, under the rule, is able to carry its appeal directly without the necessity for filing a writ of certiorari.

MYSTERY PROGRAMING WEAPON

CBS-TV Gets Rights to Light, Portable Camera

NEW YORK, May 9.—CBS-TV this week was reading its new mystery programing weapon—a portable camera and sound system said to weigh between five and 10 pounds. The network has acquired exclusive rights to its use for an indefinite period from its owner, whose name is undisclosed, but who has invested \$200,000 to perfect the video equipment.

The lightness and portability of the camera are so striking, according to informed sources, as to have revolutionary implications for drama on TV. It would make possible a type of underplayed drama not usual in the medium because of the relative rigidity of the current cameras and the effect of their psychologically forbidding appearance on actors.

But as important is its use for

documentaries in TV, as yet an untapped source of programing. CBS-TV initially intends to use the camera for a filmed documentary which is to be presented next fall in a key nighttime slot. The program would use the camera almost like a roving microscope to capture the flavor and realism of life in such places as subways, office buildings, bridges and other locations hitherto almost inaccessible to the usual studio camera.

Also significant is a new technique that the camera employs for shooting, but the network has refused to explain in detail this technique thus far. Dage Electronics and Claude Neen have placed two portable cameras on the market, but neither is said to be as light as the new CBS-TV camera.

Personal Shuffle On at WNBC-BT

NEW YORK, May 9.—In the wake of the recent promotion of Ted Cott, NBC vice-president, WNBC-WNBT general manager, to the city's owned and operated echelon, the local stations here underwent a personnel reshuffle this week.

Steve Krantz, WNBT director of special events, has been appointed WNBT program manager, succeeding Pete Affe, who moves into the newly created post of WNBC-WNBT operations. Both men will report to the station's director of programs and operations Dick Fack, who steps up to the o.k. operation as part of Cott's new packaged-programing operation. Meanwhile the hunt is still on for an exec to function as acting manager of the two stations under Cott's supervision.

Double-Barreled TV Film Marketing Impact

Weekly Billboard . . .

Monthly Billboard TV Film Program Guide and Market Report

Both with The Billboard's exclusive buy-right sell-right approach to TV film marketing.

May . . .

TV Film Program Guide and Market Report dated May 30 . . . out May 26 . . . deadline May 21

ANOTHER NEW
TV FILM ADVERTISER
TELLS WHY
BILLBOARD CARRIES
MORE TV FILM ADVERTISING
THAN ANY OTHER PUBLICATION
IN THE BUSINESS

Texas Film

PHONE LIAISON 3181
1112 PROSPECT

HOUSTON TEXAS

Enterprises...

Over the sixty or seventy odd stations I have visited I always noticed that Billboard was a standard item of equipment in the film buyer's offices. Also, many of the agencies refer to it regularly for television film information.

Very sincerely,

John van Geldern
John van Geldern
President

JVG/aph

The
Billboard

NEW YORK - CINCINNATI - CHICAGO - ST. LOUIS - HOLLYWOOD

3 FCC Bills To Get Action

WASHINGTON, May 9.—A trio of bills to alter the Communications Act requested by the Federal Communications Commission will be introduced by the House floor action, having been favorably discharged by the House Committee on Interstate and Foreign Commerce yesterday (8). The bills, all introduced by Representative Charles A. Wollerton (R., N. J.), would extend the time in which the commission must act on protests from 15 to 30 days, would require the commission to knowingly violate the act for the first time guilty of misdeeds, would extend the time for the requirement of construction permits for government, amateur and mobile stations.

At a hearing prior to the committee's vote FCC Chairman Roscoe Hyde urged the committee to reduce the felony charge to a misdemeanor to protect the majority of first offenders—respectable businessmen. Typical of the unauthorized operators of transmitting devices who plague the commission is a high school student who builds his own equipment, Hyde reported, adding, "The Justice Department refuses to carry out its duty to a person whose offense is from 'erent in experimentation and without intent.' Second offenders, however, would still be ordered fines under the bill, subject to a fine of not more than 10,000, imprisonment for not more than two years, or both."

3 Directors Get Top Spots In Video Field

NEW YORK, May 9.—Three top directors—Felix Jackson, Richard de Rochemont, and William Wyler—were named to important spots in TV. A noted producer of film documentaries, De Rochemont, since 1949, has been Thompson as a veepee. His immediate assignment is undisclosed. Yet his film background will be used by the agency to backstop its various film projects—commercial, industrial, entertainment and video programing.

Jackson will replace Fletcher Markle in the "Markle Situation," beginning in September. The director's last affiliation was with Young and Rubicam, for whom he produced the hour-long "The Story of Stars." NBC-TV writing credits in Hollywood include "Destiny Rides Again" and "The Deanna Durbin film."

Spiel has left "OmniBus," which he produced this season, to take over as producer of "The Story of Stars" for Chrysler Motors. The advertiser could not make a deal with Worthington Minor.

NOT AFFECTED BY TV Galen Drake '53 Radio Take May Hit 56G

NEW YORK, May 9.—One of the few radio performers not affected by TV, Galen Drake will earn close to his \$156,000 record year 1953 if his present radio show line-up remains intact. Product agency has found several new network clients including Hunt Club Dog Food and General Foods, and is now on WGSB four and a quarter hours weekly and on CBS radio 55 minutes weekly.

Drake is unique in that he has a seven year non-cancelable contract with the radio network. He is, however, for TV work on

other webs as long as there is no conflict with his radio commitments. The gaffer has made a deal of a video show for CBS-TV, and has also signed NBC-TV for next season by several of his current clients.

Next week, Drake will be doing his 1,000th commercial for a sponsor—Lever Brothers Good Luck Margarine—with the client. Drake has a reputation for being able to move food items; among his current laborers are B. & M. Beans, Florida Citrus Salads, Tea and Pure Foods.

THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows

Each Day of the Week

in BALTIMORE

(461,000 TV Sets*
Panel Size 400)

... According to Pulse Reports

WMAZ	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.
WMAZ-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV
WMAZ-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV

Video reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed charts for a total of 7,700 TV hours. The data reports for these markets takes the first seven days of each month, compiled the rating for every 15-minute segment of every program from 8:00 a.m. to 11:00 p.m. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

MARCH, 1953

SUNDAY, SIGN ON TO SIGN OFF

1. TOAST OF THE TOWN	CBS	8:00-9:00	WMAZ	32.9					
2. SUPER CIRCUS	AFC	5:00-6:00	WMAZ	31.2					
3. WHAT'S MY LINE	CBS	10:30-11:00	WMAZ	29.7					
4. COMEDY HOUR	NBC	8:00-9:00	WMAZ	28.1					
5. THE WEED	CBS	10:00-10:30	WMAZ	25.4					
6. PRIVATE SECRETARY	CBS	7:30-8:00	WMAZ	22.4					
7. GENE AUTRY (Mtn)	Net-Hel	7:00-7:30	WMAZ	22.0					
8. THE PLAINCLOTHESMAN	Net-Hel	9:30-10:00	WMAZ	21.6					
9. REMARKS FOR TALENT	Net-Hel	6:00-6:45	WMAZ	21.5					
10. ROCKY KING, DETECTIVE	Net-Hel	9:00-9:30	WMAZ	20.3					

MONDAY, SIGN ON TO SIGN OFF

1. I LOVE LUCY	CBS	9:00-9:30	WMAZ	64.9					
2. TALENT SQUADS	CBS	8:30-9:00	WMAZ	56.0					
3. LIVE VIDEO THEATRE	CBS	8:00-9:00	WMAZ	29.4					
4. RED BUTTINS SHOW	CBS	3:30-10:00	WMAZ	27.0					
5. PERRY COMO	CBS	7:45-8:00	WMAZ	21.6					
6. ROBERT MONTGOMERY PRESENTS	NBC	9:30-10:30	WMAZ	19.5					
7. STUDIO 80	CBS	10:00-11:00	WMAZ	17.0					
8. GARY MOORE	CBS	6:00-6:30	WMAZ	16.9					
9. THOSE TWO	NBC	7:30-7:45	WMAZ	14.3					
10. CBS NEWS	CBS	7:30-7:45	WMAZ	13.5					

TUESDAY, SIGN ON TO SIGN OFF

1. TEXAS STAR THEATRE	AFC	8:00-9:00	WMAZ	47.8					
2. FIREHOUSE THEATRE	NBC	9:00-9:30	WMAZ	30.5					
3. THE CISCID KID (Mtn)	Net-Hel	7:00-7:30	WMAZ	23.6					
4. DIMPENES	CBS	9:30-10:00	WMAZ	22.3					
5. HOT CARBON	Net-Hel	6:00-6:30	WMAZ	20.0					
6. CRIME SYNCHRONIC	CBS	8:00-9:30	WMAZ	10.9					
7. DINAH SHORE	NBC	7:30-7:45	WMAZ	10.9					
8. BEALAN	AFC	7:30-8:00	WMAZ	10.9					
9. THE TWO FOR THE MONEY	NBC	10:00-10:30	WMAZ	16.9					
10. STRIKE IT RICH	CBS	11:30-12:00	WMAZ	15.5					

WEDNESDAY, SIGN ON TO SIGN OFF

1. GODFREY AND FRIENDS	CBS	8:30-9:00	WMAZ	52.3					
2. GODFREY AND FRIENDS	CBS	8:00-8:30	WMAZ	29.0					
3. STRIKE IT RICH	CBS	9:30-10:00	WMAZ	28.0					
4. MAR AGAINST CRIME	CBS	9:30-10:00	WMAZ	27.0					
5. PERRY COMO	CBS	7:45-8:00	WMAZ	20.7					
6. THIS IS YOUR LIFE	NBC	10:00-10:30	WMAZ	10.9					
7. PAST BLUE HORIZON ROUTES	NBC	10:00-10:45	WMAZ	16.9					
8. MONKEY DOODOO	NBC	5:30-6:00	WMAZ	16.9					
9. KRAFT TV THEATRE	NBC	9:00-10:00	WMAZ	17.0					
10. ARTHUR GODFREY	NBC	10:00-11:00	WMAZ	15.8					

THURSDAY, SIGN ON TO SIGN OFF

1. DRAGNET	NBC	9:00-9:30	WMAZ	46.3					
2. GORDON MARX	NBC	8:00-8:30	WMAZ	29.7					
3. I MEN IN ACTION	NBC	8:30-9:00	WMAZ	27.3					
4. THE LONG RANGER	NBC	9:00-9:30	WMAZ	27.0					
5. MY LITTLE MARGIE	CBS	10:00-10:30	WMAZ	27.0					
6. BIG TOWN	CBS	9:30-10:00	WMAZ	25.7					
7. AMOS 'N' ANDY	CBS	8:30-9:00	WMAZ	24.3					
8. BURNS AND ALLEN	CBS	8:00-8:30	WMAZ	21.6					
9. TONY THEATRE	NBC	9:00-10:00	WMAZ	17.4					
10. THIS IS YOUR 2000	Net-Hel	7:00-7:30	WMAZ	15.9					

FRIDAY, SIGN ON TO SIGN OFF

1. OUR MISS BROOKS	CBS	9:30-10:00	WMAZ	35.4					
2. MY FRIEND IRMA	CBS	8:30-9:00	WMAZ	29.7					
3. MALINA	CBS	10:00-10:30	WMAZ	29.7					
4. MR. & MRS. NORTH	CBS	10:00-10:30	WMAZ	21.1					
5. PLAYHOUSE OF STARS	CBS	9:00-9:30	WMAZ	20.7					
6. THE STONY	CBS	7:30-8:00	WMAZ	19.3					
7. PERRY COMO	CBS	7:30-7:45	WMAZ	19.3					
8. LIFE OF BILLY	NBC	8:30-9:00	WMAZ	18.8					
9. OZZIE AND HARRIET	NBC	8:00-8:30	WMAZ	18.8					
10. HOWDY DOODY	NBC	5:30-6:00	WMAZ	18.8					

SATURDAY, SIGN ON TO SIGN OFF

1. YOUR SHOW G SHOWS	NBC	9:00-10:00	WMAZ	37.2					
2. JACKIE GLEASON SHOW	NBC	9:00-9:30	WMAZ	34.4					
3. YOUR SHOW OF SHOWS	NBC	10:00-10:30	WMAZ	31.1					
4. WILD BILL CROCKET	NBC	8:00-8:30	WMAZ	20.9					
5. DIG TON	CBS	12:00-1:00	WMAZ	27.1					
6. HOPALONG CASSIDY (Mtn)	Net-Hel	5:30-6:00	WMAZ	25.7					
7. YOUR 'N' PARADE	NBC	10:30-11:00	WMAZ	24.3					
8. FORD BODERS	NBC	5:00-5:30	WMAZ	23.4					
9. ALL STAR REVUE	NBC	8:00-9:00	WMAZ	23.4					
10. BEAT THE CLOCK	NBC	7:30-8:00	WMAZ	21.6					

*L.C. estimate for February, 1953.

NEXT WEEK

Videoex and
Pulse Studies of
ATLANTA

Top 10 TV Shows

Each Day
... According to Videoex

Top 5 Radio Shows

Each Day
... According to Pulse

FOR FULL INFORMATION

about all radio and television shows, ratings, audience compositions and many other factors which determine the success or failure of a program, subscribe to part of the full services of the national organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videoex service write to JAY & ANANIM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BUREAU, National Personnel Service, Washington, or its Branch Office at 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

'Alvino Rey Show'

Kicks Off May 23;

May Go Network

HOLLYWOOD, May 9. — "Alvino Rey Show," high-budgeted hour-long tele. seg. will kick off Saturday (23) on KNBH with an eye to ward its station's parent, NBC, picking up the show as a week-end replacement. NBC's talent cost is estimated in the \$4,000 bracket. Series, sold locally for 26 weeks to a Compton (Calif.) Dodge-Plymouth dealer, features the electric guitar plucking band, 13-man org. the Four King Sisters, Harry Von Zell as emcee plus two specialty acts per week. NBC has optioned show for net working.

Series will be aired from KNBH in the 10-11 p.m. slot. Local deal was made thru Warwick & Legler agency by KNBH's James Wempe. Budget is believed to be highest ever afforded by the NBC network-operated outlet for a local series and is prompted by its network replacement network aspirations.

Permian 2d Firm

To Surrender CP

WASHINGTON, May 9.—Permian Basin Television Company, Midland, Tex., received in February of a TV station grant, this week became the second paid free TV grantee to surrender a construction permit to the Federal Communications Commission. Reason advanced by Permian was that program sources and potential advertising revenues failed to materialize. First to surrender a CP to the Commission was KOKI-TV, San Antonio, Tex.



OWNED AND OPERATED BY
THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERRY CO.

Top 5 Radio Shows

Each Day of the Week

in BALTIMORE

(373,400 Radio
Families*)

... According to Pulse Reports

WMAZ	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.	WJAM, Inc.
WMAZ-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV
WMAZ-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV	WJAM-TV

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview report method using a collection of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 hours are measured in each market. Ratings are reported by 15-minute segments three a.m. to midnight, each day for an entire week. Evening ratings are based on 100 homes each week. Monday-Friday daytime ratings are based on 1,000 homes.

JANUARY-FEBRUARY, 1953

SUNDAY, 7 P.M. TO 12 P.M.

1. JACK GENTY	CBS	7:00-7:30	WMAZ	8.0					
2. AMOS 'N' ANDY	CBS	7:30-8:00	WMAZ	7.8					
3. FIBBER MACGEEBERRY SHOW	CBS	6:00-6:30	WMAZ	7.0					
4. MY LITTLE MARGIE	CBS	8:30-9:00	WMAZ	6.0					
5. MALINA	CBS	9:00-9:30	WMAZ	5.0					

MONDAY, 7 P.M. TO 12 P.M.

1. LUTZ RADIO THEATRE	CBS	9:00-10:00	WMAZ	6.3					
2. THE RADIO HOUR	NBC	8:00-9:00	WMAZ	6.0					
3. VOICE OF FIRESTONE	NBC	5:30-6:00	WMAZ	6.0					
4. THE TELEPHONE HOUR	NBC	9:00-9:30	WMAZ	5.0					
5. DEULAN	CBS	7:00-7:15	WMAZ	4.5					
6. GODFREY'S TALENT SQUADS	CBS	9:30-9:00	WMAZ	4.8					
7. THE LONG RANGER	AFC	7:30-8:00	WMAZ	4.8					

TUESDAY, 7 P.M. TO 12 P.M.

1. LIFE WITH LUIGI	CBS	9:00-9:30	WMAZ	6.5					
2. PEOPLE ARE FUNNY	CBS	8:00-8:30	WMAZ	6.3					
3. FIBBER MACGEEBERRY AND HOLLY	NBC	9:30-10:00	WMAZ	6.0					
4. MY FRIEND IRMA	CBS	9:30-10:00	WMAZ	5.5					
5. BEALAN	AFC	7:30-7:45	WMAZ	6.0					

WEDNESDAY, 7 P.M. TO 12 P.M.

1. THE 3RD STORY	NBC	9:30-10:00	WMAZ	5.8					
2. WHAT'S MY LINE!	CBS	9:30-10:00	WMAZ	5.5					
3. YOU BET YOUR LIFE	NBC	9:00-9:30	WMAZ	5.5					
4. DR. CHRISTIAN	CBS	8:30-9:00	WMAZ	5.5					
5. THE GREAT GLOBE-TROTTER	NBC	9:00-9:30	WMAZ	4.5					
6. JUVENILE MISS	CBS	7:15-7:30	WMAZ	4.5					
7. EDWARD R. MURROW	CBS	7:45-8:00	WMAZ	4.5					
8. WALK A MILE	NBC	8:00-8:30	WMAZ	4.5					
9. THE GREAT GLOBE-TROTTER	NBC	8:30-9:00	WMAZ	4.5					
10. PHILIP MORRIS PLAYBOY	CBS	9:00-9:30	WMAZ	4.5					
11. BOB HOPE	NBC	10:00-10:30	WMAZ	4.5					

THURSDAY, 7 P.M. TO 12 P.M.

1. EDDIE CANTOR	NBC	9:30-10:00	WMAZ	6.5					
2. JUDY CANOVA	NBC	10:00-10:30	WMAZ	5.8					
3. MEET CORBUS JACKSON	NBC	9:30-10:00	WMAZ	5.5					
4. TRUTH OR CONSEQUENCE	NBC	9:00-9:30	WMAZ	5.5					
5. FATHER KNOWS BEST	NBC	8:30-9:00	WMAZ	5.0					

FRIDAY, 7 P.M. TO 12 P.M.

1.	OZZIE AND HARRIET	ABC	9:00-9:30	WFBZ	5.8
2.	BOILING	ABC	10:00-11:00	WFBZ	5.8
3.	MEET CORLESS ARCHER	ABC	9:30-10:00	WFBZ	5.8
4.	THIS IS YOUR FBI, CRIME LETTER	ABC	8:30-9:00	WFBZ	5.8
5.	BEULAH	CBS	7:00-7:15	WCAG	4.1
6.	EDWARD R. MURROW	CBS	7:45-8:00	WCAG	4.1
7.	THE LONG RANGER	CBS	7:30-8:00	WFBZ	5.8
8.	KEEN	CBS	8:00-9:30	WCAG	4.1
9.	MR. CHAMELEON: MUSIC IN THE AIR	CBS	9:00-9:30	WCAG	4.1
10.	JANUARY MUSIC IN THE AIR	CBS	9:00-9:30	WCAG	4.1



THE VISITOR

**PRIVATE PROPERTY
—NO—
ADMITTANCE**

Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

RCA Victor Right to Pop Publishers Stake Claim On Air Checks

NEW YORK, May 9.—RCA Victor has finally wrapped up a deal with the estate of the late Glenn Miller by which the diskery acquires pressing and selling rights to a large number of air checks of the Miller band worked in ballrooms and hotels.

The deal was finalized this week between the diskery and David Mackay, attorney for the estate, and involves 179 tapes valued at \$1,000,000, according to Mackay.

The eventual release of these Miller band performances will be in the nature of a bonanza to the sidemen who worked in the band during its prewar hey-day. In obtaining pressing rights, RCA Victor agreed to take over all financial responsibility for musicians' recording payments, publishing royalties, and even the insuring of the recorded performances against any possible damage. On the latter point, Mackay insisted that the diskery return all air checks after they have been used, in the same condition in which they received them.

Terms Secret

The financial terms or the rate of return to be paid to the Miller estate are being kept secret, Mackay said that RCA Victor "will spend a lot of money for these."

As part of the hoopla arranged to surround the transfer from Mackay to RCA Victor, the label has rented an armored car and guards to pick up the air checks and deliver them to the diskery's 24th Street studios here. It is now known how many of the 179 disks will eventually make material for a series of Miller band albums, since many are duplicates.

Mills Expands in R.&B. and Hillbilly Fields

NEW YORK, May 9.—Mills Music has set up a hillbilly firm, Ranger Music, and is busy organizing a firm to hold rhythm and blues copyrights. Sid Mills, exec of the label-line and standard publishing house, is heading the new ventures. The moves, of course, auger an increased push in these fields by the Mills organization. They are symptomatic of the increasing interest pop and standard firms are taking in the hillbilly and r.&b. fields.

Ranger, which is already an entity, is an affiliate of the American Federation of Music Publishers and Authors and Publishers. The r.&b. firm will be in New York, and Sid Mills is currently dickering with r.&b. indie disk labels with a view toward buying back the r.&b. publishing properties.

Stan Jones, writer of "Riders in the Sky," has signed a writers pact with Mills' Ranger firm.

Sei Trade Show At NBOA Confab

CHICAGO, May 9.—The National Ballroom Operators' Association is the first to hold a trade show in conjunction with an annual convention in the La Salle Hotel here, September 23-30, Otto Weber, managing secretary, announced.

Arrangements have been made with the hotel for a display hall adjacent to the meeting room and will be used by the firm handling novelties, popcorn, soft

(Continued on page 22)

drinks, and other novelties. The performances of the same song, while some may not be considered technically sound. Although several diskeries and independent producers are to acquire press rights from RCA Victor and Mrs. Helen Miller, the attorney insisted that RCA Victor had first call on the material. No date has been set as yet for the release of this material.

Hillbilly Pkg. Grosses 75¢

NEW YORK, May 9.—The Red Foley-Carl Smith hillbilly package, which has just completed a five-day tour of Texas, grossed \$75,000 during its stay in the Lone Star State. Eleven performances were played. This was \$15,000 more than the gross from the same number of performances a year ago.

The package split in two initially. Foley playing four performances in Beaumont, while Smith was handling the same number in Corpus Christi. The combined in Houston for the annual firemen's show where three shows were given. Tickets (at \$1 top) for the last evening performance were exhausted in the early afternoon. A total of 21,000 got in, with many thousands more turned away.

Capitol to Sign Nathan Milstein

NEW YORK, May 9.—Violinist Nathan Milstein is set to sign with Capitol Records when his current contract with RCA Victor expires in July. The top ranking artist, now concertizing in Europe, will head the roster of classical talent being poached by Capitol in its new stress on longhair waxings.

The Milstein Capitol contract is for five years including options and will go into effect in June. He will get a 10 per cent royalty on non-copyrighted works (public domain classics). His royalties (Continued on page 22)

A.M.'s Tightening Up on Granting Recording Licenses

Would Bar Songwriters, Musicians,
Personal Managers, 'Fringe Ops

NEW YORK, May 9.—American Federation of Music Publishers is severely tightening up on the granting of recording licenses. It is the AFM's intention to limit the license to 1) those having recognized financial stability, and 2) those who, in the opinion of the AFM, have legitimate reasons for being in the record business. It is the intent of the AFM to deny licenses to songwriters, musicians, personal managers, and others who intend to make audition tapes and promotional records.

In addition, all "fringe operators" will be excluded from the license list. An AFM exec said that the AFM is "not interested in those who already hold licenses, would be permitted to retain them. The AFM policy affects new applicants."

It was said the music publisher, as a club, has been "overlooked" in the "verboten" category, inasmuch as a publisher was presumed to be financially stable.

MUSIC

Pop Publishers Stake Claim In Rush Educational Casket

Investment Heavy for Big Firms;
Others Nibble; 10% Annual Growth

Continued from page 1

as capital to be plowed back into the educational field. The rare disk that sells 1,000,000 copies earns \$20,000 for the copyright holder in mechanical royalties, assuming the publisher did not give the diskery a special rate discount under the statutory 2 cents per side. Half of this money goes to the writer. Of the \$10,000 that remains, most has already been invested in exploitation. The publisher must then put to plug delay up of the record and in other trade promotion.

If the publisher's mechanical-royalty money has been well spent, his investment can still return, implying performance credits, but the real profit that once could be realized on sheet music sales is only rarely encountered. "Where are the half-million copy sellers today?" they ask, let alone million sellers. The rack, they mean, is now at its lowest ebb since the early 1930s.

For most pop publishers, however, a sustained effort in the ed-

ucational sphere is beyond hope. It is a point that the property has exploited only by the long-established house with an impressive catalog of standards and the financial resources enabling them to await a gradual return on investments. Yet smaller publishers, in their own way, are also reaching for the educational plum.

Despite the fact that more and more publishers are today coming out for favor in the educational market, most are making it pay. There is no significant recent effort for the publisher abandoning it to return to exclusive pop work. The market as a whole is undergoing healthy expansion. Trade estimates place the current rate of growth at about 10 per cent annually.

Among the larger publishing firms to push educational exploitation now returns a significant or major portion of total volume are Music Publishers Holding Corporation, Chappell, The Big Three, Sam Fox, E. B. Marks,

and once a publisher's appetite has been whetted on a taste of the educational diet, if he has the resources, he begins to look for the "method" approach with interest. He quickly learns that the established methods such as the Schaum and Thompson, for piano, each sell out a quarter of a million copies annually, with equally impressive figures racked up by the more popular band methods.

As the publisher's stake in the educational field rises, so do his expenses. It is not an operation that returns the quick buck. He quickly learns that the established methods such as the Schaum and Thompson, for piano, each sell out a quarter of a million copies annually, with equally impressive figures racked up by the more popular band methods.

In general, the price range of record playing merchandise will be spread this coming season from 10¢ to high fidelity sets for \$5 or more. To many department store buyers, the surprising element in sales shows is Columbia Records' hi-fi unit in private label bins.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer demand for record players and the essentially clean inventory situation existing in most stores. Last fall saw a shortage in phono sets for the independent phone manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. At the major chains, the emphasis on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phono sets. The week RCA Victor left is being said that it is prepping a high fidelity unit too.

For the big stores, the optimistic view are the steadily increasing consumer

Dorsey Ork's Booked Solidly Thru Midwest

NEW YORK, May 9.—The new Dorsey Brothers ork, the Fabulous Dorsey's, as they are called, is booked solidly for one nighters and location dates from May 13 through June 13. The ork, which will play the Rustic Cabin, Englewood, N. J., May 22 and 23, and will appear on the Jackie Gleason Tour, show the evening of the first TV appearance of the brothers.

Location dates for the Dorsey Brothers' crew during the summer include one week at the Grand Hotel, Memphis, June 6 to 13; two weeks at Lakeside Park, Denver, June 14, 15, 16, and 17; and the Last Frontier, Las Vegas, Nev., from August 1 to 13. The crew will play a string of one-nighters between these dates, including many of the Tom Archer ballroom.

The ork is billed as the Tommy Dorsey ork, featuring Jimmy Dorsey, Tommy Dorsey, and Eddie Dorsey, performer with the ork, and Tommy and Jimmy will be featured prominently in many of the tunes. The new ork has not yet set any new contract, but it is understood that two diskeries are bidding for the band's services. The Tommy Dorsey ork is under contract to Decca Records.

Behoff Heads Convention Unit

NEW YORK, May 9.—The National Association of Music Merchants has moved further along in its plans for the annual convention, which will be held in Chicago during July with the appointment of Norbert Behoff, publisher of *Billboard*, as chairman of the trade show committee. Frank F. Honeywell, Charles E. Honeywell & Company, Boston, also accepted a position on the committee.

The NAMM also noted that its business sessions scheduled for July 15 and 16 during the trade show week will again be restricted in attendance to members only. Only those wearing "member" badges will be admitted to the forums.

The association's first directory of members is now being compiled. Preliminary planning is under way. The book will list all members, their business addresses and the names of their official representatives to the NAMM. Joining the association during the first 25 new retailer members and six new commercial members.

Mills Sells 16 Masters to M-G-M

NEW YORK, May 9.—Sid Mills, Master Music crew, week sold 16 masters to M-G-M Records. The masters, recorded by Sid Mills, included cuts by Tito and his Swingset, and eight by the Starliners.

LIFT U. S. U. K. EXCHANGE BAN

NEW YORK, May 9.—For the first time since the outbreak of the American Federation of Musicians and the British Musicians' Union have agreed to an exchange of musicians. This softening of attitude was helped by M. M. Thornton, the coronation of Queen Elizabeth II. It seems that the Marchioness of Donegal, whose spouse happens to be a member of the British Federation, asked James K. Petrillo to allow the Sharkey Band to perform at the Grand Jazz Coronation concert in London on June 29, and the AFM chief said yes. The Sid Phillips ork, an English jazz combo, will fill in for the Donato crew in Orleans in June.

JAP FAN SEEKS FAITH PHOTO

NEW YORK, May 9.—Perce Faith, Columbia's musical director, received a letter this week from a Japanese fan of his in Kyoto. The letter, penned quite in English, read as follows: "Dear Sir Mr. Perce Faith: I have heard of you by name, for I am your fan. You will be my do and I will be your fan. I am a fan, it is a fan of letter. 'My Heart Cries for You.' I was very much interested in you. I think every time admiration your very good music or photograph. . . I think very much of you. I am a fan of photograph, your, you send me to me. I am to wait impatiently for amusement every day in the signature of photograph your. I am to pray to good to exchange and happiness. . . yours truly, Yamao sending Yamao an autographed photo."

Merc Profits' Promotion out to Hike EP Sales

CHICAGO, May 9.—Mercury Records has launched a new deal titled "Operation Extra Profits." The plan is designed to give additional 30¢ off the sale of EP records.

Dealers ordering 100 EP records will receive a 30¢ discount on each of their choice free. This figure out to an additional 16¢ per record. The dealer will receive a counter or wall meter, and a 30¢ discount on 100 empty EP sleeves. This merchandise allows the customers to view all available sleeves without handling the records. The dealer also will receive a browse box which holds 100 EP records from which he can sell directly.

The catalog now lists 65 titles in the popular series and 20 in the classical series with more to come.

Retaining of Councilmen Board Is Expected

NEW YORK, May 9.—Balloting for the new Recording Artists' Association, he is expected to be running account of the negotiations leading to the settlement of the long-standing dispute over royalties on usages not covered in old writer-publisher contracts. The new constitution will provide for the perpetual suit on current commitments instituted last year by SPA.

John Schulman, SPA attorney, will talk on proposed revisions of the Copyright Act. He is known to be in favor of eliminating from the Act the automatic licensing of sound rights, and RCA Victor is expected to be covered in his talk. He will also report on the new Copyright law, which is expected to be passed in the summer, negotiated last summer by more than 30 nations.

Tables to Report
At the Park Sheraton confab, Tobias will report on accomplishments of SPA during the past year. In reviewing relations between the writers' organization and the Music Publishers' Protec-

Toscanini Set Tops at Radio

NEW YORK, May 9.—The Toscanini concert of the New York Philharmonic has become the largest selling long-playing record in the history of the industry. The 126-page package this week passed the \$100,000 mark. Rate of sale has been estimated at 10,000 copies a month in the eight months since it was first released.

The first pressing of the sale is tentatively for the next eight or ten weeks. The album top the figures for the best-selling classical recording in the history of the industry. Aided to the unusual figures being racked up by the Toscanini waxing is the list price on the set, \$16.50.

Pubbers Now Slicing Peddlers' Own Masters, but So's Everyone Else

By BOB ROBERT
NEW YORK, May 9.—One of the single most startling aspects of the current disk business is the number of masters being offered for sale to diskeries by publishers, artists, writers, managers, song and record companies, and even men. It seems as if everyone with a tape recorder, four walls, or a single hand has suddenly become a master. It has even been heard around that the ranking a.r. men are being offered more masters these days than tunes. And it being said in bitterweet jest that some diskeries are opening night depositories for these hopeful a.r. men to drop their latest masters for consideration.

It is not new that men other than the legitimate a.r. men cut masters, but what is new is the fact that a few thousand people in the music business seem to have taken up master-making as a recreation over the past year. And companies to whom masters are being offered—via various and sundry deals—range from the biggest to the smallest firms, from the diskeries that issue 300 sides a year to the smallest issue two. In other words via the rapid growth of this new stratum of the music business.

"It is possible for a diskery to produce few masters of its own, but it is able to have a steady stream of platters for the market. One can produce a new record, move, and still in the forefront, is Sidney Mills, of the Mills Music Co. New Orleans, who issues 16 masters to M-G-M Records at one fell swoop. Mills is in the habit of waxing records and sales to diskeries in such romantic fashion as "New Orleans, New Orleans," and other garden spots of the Deep South. Mills, of course, is only one of the publishers turning out masters for sale. It has been noted that many publishers have set up small recording rooms within their establishments, and have trundled in such equipment as RCA Victor speakers, cutting equipment, etc.

The reason for publishers slicing

their own disks is, of course, the fear of getting times out. A finished record, waxed by a capable or strong artist, has a chance of being taken up by a diskery and even by such large firms as Capitol, Coral, Okeh, Mercury or M-G-M.

Masters Galore
If it were only the publisher, however, who was slicing his own masters, the industry would be much less favorable to the diskery. The flow of finished wax from artists anxious to get started or anxious to come back, or the disks being cut by sundry backers of new talent, that are building the master business into a large industry. Add to this the sides cut by songwriters, who were a diskery to release their tunes, and you have masters galore.

New artists will often go out and dig up their own backers, or artist's managers will raise the

The finished masters will be the artist or the backers something to

waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many

of the new artists will pick up

wax being peddled by writers if

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

Detroit U Can't Gross Is \$75,000

DETROIT, May 9.—The two-day annual carnival sponsored by the University of Detroit at the Michigan State Fair Grounds last week grossed \$121,000, with a net figure estimated at \$50,000. The total attendance was 8,400, with an average of \$3 per couple to the commercial and midway in advance, and \$3.75 at the gate.

Top attractions, booked through the Bridge and Correll Booking Office, included the singing of Sherman Hayes Orchestra, Side-saddle, and the Plough Horse Derby held on the State Fair track, with Bruce Beecher, the singer of radio and stage, Bruce Jr., who plays Cowboy Colt on the air, as judges. A presentation of the "American of the Year Award" to Father James Keller, founder of The Christophers, was a recorded segment from Hollywood, with Bing Crosby, Bob Hope, and Anita Young, and Allyn Blythe, and was broadcast over WJR.

RCA'S BEST 'Hound-Dog' 'Koo-Liger' Disk Leads

NEW YORK, May 9.—For the first time since Pee Wee King broke the record with "Slow Poke," RCA Victor Records' "Hound-Dog" disk is a country and western record. The record, which is currently in Homer and Jethro's coupling of "That Hound Dog in the Window" and "Love Liger." The disk outside the Come and Fisher items last week. The record, which is currently in the pop and even rhythm and blues fields has been demonstrated hour-after-hour, and that a hillbilly record becomes the top item for a major diskery.

On the RCA Victor label, this has been done by Pee Wee King, several times by Eddy Arnold, and by Riton Britt and Hank Snow. Red Foley and Ernest Tubb have been powerhouse sellers for Decca. M. M. Thornton for Capitol and Hank Williams for M-G-M have also shown the way to pop artists.

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

of the new artists will pick up wax being peddled by writers if

wax being peddled by writers if

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

of the new artists will pick up wax being peddled by writers if

wax being peddled by writers if

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

of the new artists will pick up wax being peddled by writers if

wax being peddled by writers if

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

of the new artists will pick up wax being peddled by writers if

wax being peddled by writers if

the material sounds commercial or if it is getting times out. The writer in this case has an easier time getting his song published and on getting a master from a publisher if his song is on wax.

The Diskery Angle
From the diskery angle, the reason for the writer's master is simple. First of all, masters cut by master-jobbers can be sold to a diskery much more favorable to the diskery. The writer's master is a master for a diskery, for a master is so varied that it is impossible to describe it. Sometimes the master-jobber peddles them on a royalty basis, figuring on getting his own share when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometimes the master-jobber gets all of the money back session, plus a royalty as well. By taking on outside masters the master-jobber is sure to drop the artist in case none do.

Coral Records, using this technique for commercial, Capitol Records, for instance, picked up the Bob Manning masters, which were a rare find. Capitol has placed the lad under contract. Capitol has issued two of them. The finished masters will be the artist or the backers something to waxing and it easier to snare a

songwriters follow in the publisher's pattern, in that many of the new artists will pick up wax being peddled by writers if

of the new artists will pick up wax being peddled by writers if

wax being peddled by writers if

103 Songs Composed By Jimmie Rodgers

Published by Peer International, Inc., Broadway, New York City
 (Copies are listed to the publisher under those names written jointly with Rodgers.)

ANY OLD TIME

BRANKMAN'S BLUES

BLUE YODEL NO. 1

"T" For Toss

BLUE YODEL NO. 3

My Little Old Landie

BLUE YODEL NO. 2

Breving Sam Yodel

BLUE YODEL NO. 4

California Blues

BLUE YODEL NO. 5

BLUE YODEL NO. 6

BLUE YODEL NO. 7

Amateurish Blue Yodel

BLUE YODEL NO. 8

My Shiner Blues

BLUE YODEL NO. 9

Standin' on a Corner

BLUE YODEL NO. 10

BLUE YODEL NO. 11

BLUE YODEL NO. 12

Barbecue Blues

Carter Family and Jimmie Rodgers in Texas

COWBOYS' LAST ROGUE

(Eddie McWilliams)

DADDY AND HOME

DESSERT BLUES

BLUE YODEL SUNNY SOUTH BY THE SEA

(J. C. Hawley)

DOWN THE OLD ROAD TO HOME

(J. C. Hawley)

DREAMING WITH TEARS IN MY

(Wade O'Neil)

EVERYBODY DOES IT IN HAWAII

(Eddie McWilliams)

FOR THE SAKE OF DAYS

GONE BY

(Jack White)

GAMBLING BARROOM BLUES

(Shuffy Lee Albee)

GAMBLING POLKA DOT BLUES

HIGH POWERED MANIA

HOMER'S MEDITATION

HOME CALL

(Eddie McWilliams)

I'M LONESOME AND BLUE

(Eddie McWilliams)

I'M LONESOME TOO

MY SORRY WE MET

IN THE JAILHOUSE NOW, I

TRAVELED

IN THE JAILHOUSE NOW, I

TRAVELED

JIMMIE RODGERS' LAST BLUE

YODEL

(Joe Saiton)

JIMMIE RODGERS' LAST BLUE

YODEL

JIMMIE RODGERS VISITS THE

TARTER FAMILY

JIMMIE THE KID

(Joe Saiton)

JIMMIE'S MAN MA MA BLUES

(Joe Saiton)

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

JIMMIE'S TENNESSEE

MY LITTLE OLD HOME IN

NEW ORLEANS

MY LONESOME BLUES

(Joe Saiton, Ray Burke, Weldon Burke)

MY OLD PAL

(Eddie McWilliams)

MY ROUGH AND ROWDY DAYS

(Eddie McWilliams)

MY TIME AIN'T LONG

(Wade O'Neil)

MYSTERY OF NUMBER FIVE

MY DOG FACE GAL

(Jack Newell)

NEVER NO MO BLUES

(Eddie McWilliams)

NINETEEN YEAR YOUNG BLUES

(Raymond Hall)

NO HARD TIMES

NOBODY KNOWS BUT ME

(Eddie McWilliams)

OH PLEASE COME BACK

(Huddy Baker)

OLD LOVE LETTERS

(Joe Saiton, Delbert Barker)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

OLD PAL OF MY HEART

(John B. Mason)

ORGANIZE FAN CLUB IN 1947

The Jimmie Rodgers Fan Club was formed as a result of a nationwide search by Jim Evans, of Lubbock, Tex., for a complete set of Rodgers' records. The search was started in 1940 and took 10 years and cost him \$1,000 to complete. A by-product of Evans' hunt was the acquaintance of many other enthusiasts of the country's "Blue Yodel" star. As a result the fan club was formed in 1947 with Jimmie Rodgers as president and Mrs. Jimmie Rodgers as honorary president. Yearly dues for members are \$1, which covers four issues of the Blue Yodeler, the club's official journal; a membership card; pictures of Rodgers; and a folder with a list of his recordings and his biography. The address of the Jimmie Rodgers Fan Club is care of Jim Evans, 2311 Seventh St., Lubbock, Tex.

Discovery

Continued from page 20

to "Blue Yodel No. 2," "Blue Yodel No. 3," etc. In 1947, the year that Jimmie was able to lead a new life because of his income from recordings and copyrights, he was 36. Unfortunately, he was generous to a fault, and when he received checks for his recordings, he gave them to his friends and relatives. The best part of the story is that he paid not live very long because his tuberculosis was incurable.

As a result of the fast-selling Victor records, Jimmie Rodgers quickly rose to the top as an entertainer. He began to receive money working in night spots, traveling shows, etc., but his good state of health was a handicap. This man really had "guts." He was fired with a great ambition to be successful, both as an artist and financially. Eventually he headed his own traveling show.

As a traveling artist, he was an individualist; that is, he had his own way of selecting his chords, and what he wanted to be described as a "natural" guitar player. I remember that another friend, during the years of touring, spent a great deal of time learning one of Jimmie's "wrong" chords. Whatever he used all ways sounded right, but upon examination it was quite often not the chord which ordinarily have been used. This provided individuality for all records in which his guitar playing predominated amongst the entertainment, but quite often it was a problem to find musicians and other artists able to fill in the spots of his recording style.

Fame Skyrockets
 His recording of "Blue Yodel" skyrocketed Jimmie to fame in the entertainment business, and once poor Mississippi brakeman became the idol of the Southern and Western States. His popularity developed thru his record fairs. Broadcasting stations were then and there, and eventually, he was the only radio chain had sufficient power to create national fame. He was considered closely to a policy of using live records and almost exclusively artists popular in the New York or Chicago areas.

Jimmie was practically unknown north of the Mason-Dixon Line, but within a year he became the most important recording artist in the region where hillbilly music has been enjoyed and appreciated for many years.

His health had permitted, Jimmie would have become a top name in the theatrical world, but routine work on stage was bad for him. His copyright royalties began to pile up, and eventually Victor gave him a royalty contract on a basis similar to a grand opera star.

In an effort to extend the popularity of Jimmie in the Northern States, I booked him on the Radio Keith Orpheum circuit. He was a good singer, single act in most of the leading vaudeville theaters. The salary, \$1,000 a week, was considered high at that time. Jimmie became ill, however, and we had to cancel this project.

Rodgers liked working in "tent shows." He felt that he was in the informal surroundings

Blue Yodeler's Life Plagued by Illness

James Carter Rodgers was born in Meridian, Miss., on September 8, 1897, of a railroad family. His father was a foreman on the Mobile and Ohio. When Jimmie was four, his mother died. Left orphaned much to fend for himself, he became a familiar figure in the life of the railroad yards during his early years he began plunking away at a guitar. When he was in his middle teens he became his father's assistant and frequently played and sang for the railroad hands.

Soon after, he became a full-fledged brakeman, on a work train. Then thru his older brother, Walter, also a railroad hand, Jimmie went to work on the New Orleans and North-eastern, making a regular run between Meridian and New Orleans.

While making this run, he met Cecile McWilliams, the youngest of three daughters of a Meridian minister. They were married on April 1920 shortly after Rodgers recovered from a bout with pneumonia. A year later, Cecile Anita was born. A second daughter, June Rebecca, followed two years later. She died soon thereafter.

Hard Times
 The early years were hard ones for the Rodgers family. Railroad jobs were scarce; money was short; Jimmie was

A biography of Jimmie Rodgers, entitled "Jimmie Rodgers and the Story Written by Mrs. Jimmie Rodgers," published by Tubb Publications, P. O. Box 817, Nashville, Tenn. The price is \$1.50.

not well. Looking for work, he headed West and rode the rails in California and Utah. His suits were disastrous. Tuberculosis flared up. He spent three months in the hospital, return and barely recovered.

Too weak for railroading, he joined a medicine show. When he later bought, but a storm wiped it out and he was again in Asheville, N. C. Here Jimmie worked as a city detective and then organized the Jimmie

and greatly enjoyed his contacts with other performers. One of the highlights of his career was a tour thru north Texas and Oklahoma as part of a charity Red Cross "fishes" story. The tour was starred alongside of Will Rogers. They became fast friends.

In the spring of 1933, Jimmie and I corresponded about the possibility of additional recordings. He said he had a year's supply of material already on hand. The record business in general was not good, and he did not think it wise to be too greedy. The marketing of his records by this time had become "standard." There were no buyers for them, and he made because of technical de-

JIMMIE RODGERS
 America's Blue Yodeler
 Sept. 8, 1897-May 26, 1933

Rodgers' entertainers. They topped a spot on WNCN in May, 1927, but it didn't last long. The group hit the road on one-nighters. It was during this period that Rodgers heard about Ralph Peer auditioning talent in Bristol, Tenn., for the Victor Talking Machine Company. Jimmie, his wife, and the Entertainers headed for Bristol. What happened there is recounted by Ralph Peer in an accompanying story.

From Bristol the Rodgerses moved to Washington, D. C., where Jimmie met Ray McCreath, then an announcer on WTT and later Jimmie's road manager. It was McCreath whom Mrs. Rodgers credits with suggesting the name which Jimmie Rodgers soon made so famous, "America's Blue Yodeler."

Rodgers was almost an overnight sensation. His record sales skyrocketed. He was in constant demand for personal appearances. However, cancellation of many dates. At the pinnacle of his "fishes" story, he left his family to Knoxville, Tex., where a palatial home, "Blue Yodeler's Paradise," was built. Still on the move, however, they soon changed to San Antonio so Rodgers could be closer to medical assistance. It was from here that he left for what was to be his last recording session in Camden, N. J. He died there on May 26, 1933.

There was also the necessity to negotiate a new agreement between Victor and Rodgers. Working with all these factors, I arranged matters so his last recording could come in New York for a series of recordings. He was not well when he arrived for his recording work, and after the first two dates it seemed best to delay further activities. He died in the hospital in his hotel bedroom. It became my painful duty to send him to his last recording session for burial.

One of Jimmie's distinctive style remains a goal for all new recording artists. Many of the compositions which he wrote while

(Continued on page 33)

RECORDS BY JIMMIE RODGERS STILL AVAILABLE

Rodgers recorded a total of 54 records for Victor and Bluebird. The following are still available from RC Victor as single records or in 78 rpm albums, LPs and 45 EP sets:

Blue Yodel No. 1	My Carolina Southerner Girl
Away Out on the Mountain	Stomp, Baby, Stomp
RC Victor 21-0042	Blue Yodel No. 2
Never No Mo' Blues	Take Away My Lonesome Blues
Daddy and Home	RC Victor 21-0043
Franklin and Johnny	Old Daddy Sings from the Sea
The Breakdown's Blues	Blue Yodel No. 4
RC Victor 21-0044	Philly Puckin' Pops
Written for a Train	Jimmie's New
RC Victor 21-0045	RC Victor 21-0047
My Old Pal	You and My Old Girl
Desert Blues	Prayer Lady
RC Victor 21-0046	RC Victor 21-0048
I'm Sorry We Met	Old Pal of My Heart
Blue Yodel No. 3	My Little Lady
RC Victor 21-0047	RC Victor 21-0049

*Available on 45 rpm.

GUITARS PLAYED BY JIMMIE ARE NOW COLLECTOR'S ITEMS

The guitar that Jimmie Rodgers used and that is now in the possession of Ernest Tubb is a Martin guitar, specially made for Jimmie. It was presented to Jimmie by Fred Martin, president of the Martin Guitar Company, July 27, 1927. It is believed that this is the only special model of guitar that has been made and presented to any artist by that company. However, there are more guitars than just this one. According to Ernest Tubb, that Jimmie Rodgers owned, either purchased or bought, three guitars. One was a small Martin for which Rodgers paid about \$40. This was the guitar which he used in the early days. Singer Bill Bruner will present this to Jimmie Rodgers Show on Hank Snow, at the May 26 memorial.

The guitar mentioned

above, presented by the Martin Company and Ernest Tubb's possession. This is the guitar that he used on all his subsequent recording dates.

MGM Records SOLID BUILDERS

**JONI JAMES
YOUR
CHEATIN'
HEART**

I'LL BE WAITING
FOR YOU
MGM 11426 78 rpm
K 11426 45 rpm

**TOMMY
EDWARDS
TAKE THESE CHAINS
FROM MY HEART**
and
PAGING MR. JACKSON

MGM 11485 78 rpm
K 11485 45 rpm

**BILLY
ECKSTINE
COQUETTE**
and
**A FOOL
IN LOVE**

MGM 11439 78 rpm
K 11439 45 rpm

**JONI JAMES
ALMOST ALWAYS
IS IT ANY
WONDER**

MGM 11470 78 rpm
K 11470 45 rpm

**HANK
WILLIAMS
TAKE THESE CHAINS
FROM MY HEART
and
RAMBLIN' MAN**

MGM 11479 78 rpm
K 11479 45 rpm

• **LEROY HOLMES
and his Orchestra
CARAVAN**

and
THREE ON A MATCH
MGM 11474 78 rpm K 11472 45 rpm

**FRAN
WARREN
A PUPPET
ON A STRING
and
I CHALLENGE YOU**

MGM 11481 78 rpm
K 11481 45 rpm



RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!
SILVANA MANGANO
sings

Anna
and I LOVED YOU

MGM 11457 78 rpm K 11457 45 rpm

**LEW
DOUGLAS
and his Orchestra
RUBY**
and
**MY FLAMING
HEART**

MGM 11472 78 rpm
K 11472 45 rpm

• **ART MOONEY
and his Orchestra
GEE WHIZ**
and
MISS YOU

MGM 11488 78 rpm
K 11488 45 rpm

**BUDDY
DE FRANCO
THE SONG FROM
MOULIN ROUGE**
and
MANY ARE THE TIMES

(MGM 11469) 78 rpm
K 11469 45 rpm

• **AL TRACE
and his Little Tickers
LET ME BE YOUR
HONEY, HONEY**
and
CRAZY, CRAZY

MGM 11482 78 rpm
K 11482 45 rpm

**DAVID ROSE
and his Orchestra
WALTZ OF THE
BUBBLES**
and
**LONESOME
ON MAIN STREET**

MGM 30773 78 rpm
K 30773 45 rpm

**BLUE
BARRON
and his Orchestra
APRIL IN PORTUGAL**
and
**I'VE BEEN
KISSED BEFORE**

MGM 11519 78 rpm
K 11519 45 rpm

**DIG R+B HIT!!
the BLENDERS**

I DON'T MISS YOU ANY MORE IF THAT'S THE WAY YOU WANT IT BABY
MGM 11480 78 rpm K 11480 45 rpm

the CRICKETS

YOU'RE MINE MILK AND CIN
MGM 11420 78 rpm K 11420 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

YES! M-G-M means Mighty Good Music

"MGM RECORDS SALUTES THE JUNE BUG OPERATORS OF AMERICA ON THEIR 65TH ANNIVERSARY"

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

Trade
Mark
Roll

The Nation's Ten Top Tunes

... For Week Ending May 9

THE HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (P) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. Song From Moulin Rouge By W. Everett, G. Auer—Published by Broadcast (BMI) BEST SELLING RECORDS: F. Fair-F. Sanders, Col 39944, Mainstream, London 1139. OTHER RECORDS AVAILABLE: Boston Pop Orchestra, V 10-1446; B. De Franco, M-G-M 11491; S. Fisher, Chess 5963; J. Hutton, Cap 2429; J. Long Quarter, Tico 10-179; M. Perlin, Coral 6084; H. Rens, V 20-5264; M. Royal, Mercury 70149; V. Young, Dec 28675.		2 6
2. Doggie in the Window By Ace Records—Published by Sammy Kay (ASCAP) BEST SELLING RECORDS: Patti Page, Mercury 70075. OTHER RECORDS: R. Kujawa, Dams 795.		1 15
3. I Believe By Ernie Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORDS: Frankie Laine, Col 39918; J. Froman, Cap 2332. OTHER RECORDS: E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28664; Henry Jerome aka, Lang-World.		3 11
4. April in Portugal By Kennedy-Peterson—Published by Chappell (ASCAP) BEST SELLING RECORDS: L. Bann, Cap 2379; J. Hayman, Mercury 70114; F. Martin, V 20-5092; V. Demore, Mercury 70132; OTHER RECORDS AVAILABLE: E. Barton, M-G-M 13112; G. Carl, Cap 2233; J. Giraud, V 20-7107; R. Sennet, V 20-4994; F. Zaback, Dec 28646.		5 6
5. Pretend By Lew Douglas, Farmer & Le Vere—Published by Brandon (ASCAP) BEST SELLING RECORDS: E. Barton, Cap 2457; L. Brown, Coral 60879; L. Douglas, M-G-M 11471; Hot Lips Here, King 4394; H. James, Dec 28676; V. Moore, V 20-5286; N. Perlin, Coral 6093; V. Young, Dec 28675.		4 15
6. Your Cheatin' Heart By Hank Williams—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: Joni James, M-G-M 11426; P. Laine, Col 39918. OTHER RECORDS: B. Brown, V 20-5272; J. Garber, Cap 2379; B. London, Crystallite 651; H. Williams, M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		6 12
7. Say You're Mine Again By Charles Nathan-Dave Holzman—Published by Melfidan (BMI) BEST SELLING RECORDS: F. Como, V 20-5377. OTHER RECORDS AVAILABLE: A. D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modemair, Coral 60902.		13 3
8. Ruby By Mitchell Paris—Published by Miller (ASCAP) BEST SELLING RECORDS: R. Hayman, Mercury 70115. OTHER RECORDS: L. Bann, Cap 2457; L. Brown, Coral 60879; L. Douglas, M-G-M 11471; Hot Lips Here, King 4394; H. James, Dec 28676; V. Moore, V 20-5286; N. Perlin, Coral 6093; V. Young, Dec 28675.		10 4
9. Seven Lonely Days By Schuman, Schuman & Brown—Published by Jefferson (ASCAP) BEST SELLING RECORDS: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crown, Roma; J. G. Lombard, Dec 28653; V. Moore, V 20-5286; N. Perlin, Coral 6093; V. Young, Dec 28675.		8 9
10. Till I Waltz Again With You By Sidney Froom—Published by Valiant (BMI) BEST SELLING RECORDS: J. Brewer, Coral 60973. OTHER RECORDS: Boston Pop Orchestra, V 20-1446; E. Bette, Brunswick 8802; C. Gene-B. Wright, King 1169; K. Griffin, Col 39953; R. Morgan, Dec 28199; Jerry Munda's Harmonica, Mercury 70096; N. Perlin, Coral 60916; T. Sauter, Coral 60916; D. Travis and J. Sauter, Jubilee 4344; D. Trade, Dec 28199; J. Waters & B. Bell aka, Crystallite 62. TRANSCRIPTIONS AVAILABLE: Henry Jerome aka, Lang-World.		7 22
11. TELL ME A STORY Published by Mowbray (BMI)		9 9
12. I'M WALKING BEHIND YOU Published by Leeds (ASCAP)		— 1
13. ANNA Published by Mowbray (BMI)		15 4
14. CARAVAN Published by Mills (ASCAP)		11 7
15. HO HO SONG Published by Arbee (ASCAP)		— 1
16. TELL ME YOU'RE MINE Published by Shapiro-Bernstein (ASCAP)		14 19
17. SIDE BY SIDE Published by Shapiro-Bernstein (ASCAP)		11 15
18. SOMEBODY STOLE MY GAL Published by Robins (ASCAP)		10 4
19. ALMOST ALWAYS Published by Robins (ASCAP)		— 1
20. WILD HORSES Published by George Simos (ASCAP)		19 12

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the using of the title has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply state or give Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.



Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. APRIL IN PORTUGAL SUDDENLY	L. Baxter	2374
2. PRETEND DON'T LET YOUR EYES GO SHOPPING	N. Cole	2346
3. BLUE GARDENIA CAN'T I	N. Cole	2389
4. I BELIEVE THE GHOST OF A ROSE	J. Fromen	2332
5. I'M SITTING ON TOP OF THE WORLD SLEEP	L. Paul & M. Ford	2400
6. LEAN BABY I'M WALKING BEHIND YOU	F. Sinatra	2450
7. WEY, MR COTTON PICKER THREE THINGS	T. Ernie	2443
8. OH! SAN	P. Hurl	2442
9. RUBY A LITTLE LOVE	L. Baxter	2457
10. SAY YOU'RE MINE AGAIN THE SONG FROM MOULIN ROUGE	J. Hutton & A. Stordahl	2429
11. I AM IN LOVE MY FLAMING HEART	N. Cole	2459
12. THE NEARNESS OF YOU GYPSY GIRL	B. Manning	2383
13. MEXICAN JOE HERE COMES MY DADDY, NOW!	J. Carr	2463
14. BIG MAHOU IS IT ANY WONDER	E. M. Morse	2441
15. SIDE BY SIDE NOAH!	K. Starr	2334
16. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	H. Karl	2392
17. THE BUNNY HOP THE HOKEY POKEY	R. Anthony	2427

LATEST RELEASE

No. 348

ALLEZ-VOUS-EN HALF A PHOTOGRAPH	Ray Starr	2464
C'EST MAGNIFIQUE NOMIN' TIME	Gordon MacRae	2465
LAUGH WHY, DARLING, WHY	Georgia Carr	2466
I'VE GOT A WOMAN'S LOVE WATCH THE COMPANY YOU KEEP	Terry Preston	2467
IT'S MORE FUN THAT WAY RED WINGS	Ray Hoggard	2468
HOW MANY TIMES SOMEONE TO CARE	The Stooges Quartet	2469
SOMEBODY STOLE MY GAL I LOVE ME	Mel Blanc	2470

two new songs

by the fastest-rising country star—

FARON YOUNG

"I CAN'T WAIT"

and

"WHAT'S THE USE TO LOVE YOU"

on Record
No. 2467

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY	H. Thompson	2445
2. I'VE GOT TO WIN YOUR LOVE AGAIN I CAN'T LAST LONG	S. McDonald	2434
3. GO ON! GET OUT! HIGH NOON	T. Riller	2120
4. MAN'S SONG I'LL NEVER HAVE YOU	F. Huskey	2397
5. HILLBILLY HULA I'M A POOR LONESOME FELLOW	J. Carman	2345
6. I CAN'T WAIT WHAT'S THE USE TO LOVE YOU	F. Young	2461
7. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW	H. Thompson	2376
8. IS IT LOVE OR IS IT LIES? LONESOME JOE	R. Acuff	2460
9. I'LL HAVE MYSELF A BALL GREEN CHEESE	M. Travis	2453
10. WHAT WILL I DO TIED DOWN	H. Acuff	2385

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

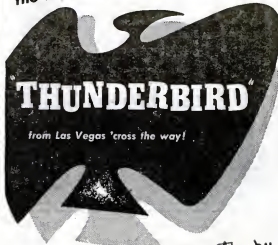
1. SKETCHES ON STANDARDS Stan Kenton	426
2. MUSIC FOR LOVERS ONLY Jackie Gleason	352
3. THE HIT MAKERS! Les Paul & Mary Ford	416
4. LOVER'S WHAPSODY AND SONGS FROM LOVER'S WHAPSODY	366
5. NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton	383
6. BY THE LIGHT OF THE SILVER MOON Gordon MacRae and June Hutton	422
7. POPULAR FAVORITES BY STAN KENTON Stan Kenton	421
8. THE KAT STARR STYLE Ray Starr	363
9. THE BENNY GOODMAN BAND Benny Goodman	409
10. THE BILLY MAY BAND Billy May	412
11. RAY ANTHONY CONCERT Ray Anthony	406
12. NAT "KING" COLE'S TOP POPPS Nat "King" Cole	910
13. BYE BYE BLUES Les Paul and Mary Ford	356

TOP SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. MEYER SMILE AT A CROCODILE AND FOLLOWING THE LEADER	Jerry Lewis	3163
2. LITTLE RED MONKEY AND PUSSY CAT PARADE	Mel Blanc	3170
3. BOZO'S NURSERY SONGS	Pinto Colvig	3154
4. I'M A LITTLE TEAPOT AND THE TEDDY BEARS' PICNIC	Frank DeVol	3083
5. I TAUT I TAW A PUDDY TAT AND YOSEMITE SAM	Mel Blanc	3104
6. TEENA, THE LAUGHING HYENA	Hester Paiva	3143
7. WALT DISNEY'S STORY OF ROBIN HOOD	Nestor Paiva, Billy May	3138
8. TWEET AND TOOT, AND THE E.I.O. SONG	Mel Blanc	3155
9. WOODY WOODPECKER AND THE ANI- MAL CRACKERS	Mel Blanc	3149
10. BOZO HAS A PARTY	Pinto Colvig	3133
11. NOPALONG CASSIDY AND THE MAIL TRAIN ROBBERY	William Boyd	3164
12. LITTLE TOOT	Don Wilson and The Starlighters	3001
13. BOZO ON THE FARM	Pinto Colvig	3076

the hits come up like



it's the new instrumental sensation by

RAY ANTHONY

AND HIS ORCHESTRA

B/W

"Piccadilly Circus"

on Capitol Record No. 2451

C'est really Magnifique!

GORDON MACRAE

sings a hit tune from the
new Cole Porter musical
"CAN-CAN"

with Orchestra conducted by Axel Stordahl



B/W

"HOMIN' TIME"

on Record No. 2405

It's the Juke Box Operator's BUSINESS GUIDE

It's the Juke Box Operator's PROGRAMING MANUAL

It's the Juke Box Operator's PROFIT IDEA-LOG



It's The Billboard's Big, Valuable

65th JUKE BOX ANNIVERSARY NUMBER

and it's

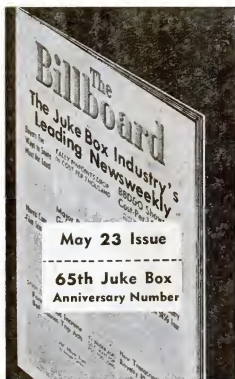
OUT NEXT WEEK

in the May 23 Issue includes

RECORD DISTRIBUTOR LIST

More than a dozen special features and directories that all operators will use now and in the months to come—to help them win new locations . . . save money through greater operating efficiency . . . **MAKE MORE JUKE BOX PROFITS!** Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number—out May 19!

Use the Convenient
**MONEY-SAVING
Subscription Coupon
TODAY!**



The Billboard
2160 Potterson St.
Cincinnati 22, Ohio

Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name _____

Occupation _____

Address _____

City _____

Zone _____ State _____

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending May 9

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders. Tunes are ranked throughout the country and are weighed according to jobber importance. (R) indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Chart
1	1	BELIEVE (R)—Cromwell..... 2 10
2	2	DOGGIE IN THE WINDOW (R)—Santley-Joy..... 3 13
3	3	SONG FROM MOULIN ROUGE (R) (F)—Broadcast..... 1 5
4	4	APRIL IN PORTUGAL (R)—Chappell..... 5 5
5	5	PRETEND (R)—Brandon..... 4 15
6	6	SAY YOU'RE MINE AGAIN (R)—Meridian..... 10 2
7	7	SEVEN LONELY DAYS (R)—Jefferson..... 8 5
8	8	YOUR CHEATIN' HEART (R)—Acuff-Rose..... 6 11
9	9	RUBY (R)—Miller..... 9 2
10	10	I'M WALKING BEHIND YOU (R)—Leeds..... — 1
11	11	TILL I WALTZ AGAIN WITH YOU (R)—Village..... 7 20
12	12	TELL ME A STORY (R)—Montclair..... 13 6
13	13	ANNA (R) (F)—Hollis..... — 1
14	14	GOMEN NASAI (R)—Disney..... — 4
15	15	MY ONE AND ONLY HEART (R)—Roncom..... — 1

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peterson's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

All by Myself (R)—Berlin-ASCAP	My One and Only Heart (R)—Roncom-ASCAP
Ann (F) (R)—Hollis-BMI	Neatness of You (R)—Farnsworth-ASCAP
Anywhere I Wander (R)—Farnsworth-ASCAP	Ohio (R) (M)—Chappell-ASCAP
April in Portugal (R)—Chappell-ASCAP	Pretend (R)—Brandon-ASCAP
Big Man (R)—Perry-BMI	Ruby (R)—Miller-ASCAP
Blue Gardenia (R)—Hartman-ASCAP	Say You're Mine Again (R)—Blue River-BMI
Doggie in the Window (R)—Santley-Joy-ASCAP	Seven Lonely Days (R)—Jefferson-ASCAP
Golden Years (R)—Farnsworth-ASCAP	Side by Side (R)—Shapiro-Bernstein-ASCAP
Hot Toddy (R)—Croschella-Alamo-ASCAP	Somebody Stole My Gal (R)—Robbins-ASCAP
How Do You Speak to an Angel? (R) (M)—Chappell-ASCAP	Song From Moulin Rouge (R) (F)—Broadcast-BMI
Hush a Bye (R)—Remick-ASCAP	Sweet Thing (R)—Hill & Range-BMI
I Believe (R)—Cromwell-ASCAP	Tell Me You're Mine (R)—Capri-BMI
I'm Sitting on Top of the World (R)—Billo-ASCAP	Wild Horses (R)—Simon-ASCAP
I'm Walking Behind You (R)—Leads-ASCAP	Your Cheatin' Heart (R)—Acuff-Rose-BMI
Keep It a Secret (R)—Shapiro-Bernstein-ASCAP	
My Jealous Eyes (R)—Farnsworth-ASCAP	

Top 10 in Television

Appreciation (R)—Doak-ASCAP	Pretend (R)—Brandon-ASCAP
April in Portugal (R)—Chappell-ASCAP	Song From Moulin Rouge (R) (F)—Broadcast-BMI
Doggie in the Window (R)—Santley-Joy-ASCAP	When the Red, Red Robin, Comes Bob, Bob, Bobbin' Along (R)—Bourne-ASCAP
I Believe (R)—Cromwell-ASCAP	Wild Horses (R)—Simon-ASCAP
I'm Sitting on Top of the World (R)—Billo-ASCAP	Your Cheatin' Heart (R)—Acuff-Rose-BMI

England's Top Twenty

Based on cable reports from England's top music jobbers. American publishers of each tune is listed in parentheses. Asterisk indicates no American publisher.

1. Deeply in the Window—Connolly (Santley-Joy)	11. Downhearted—New World (Pastor)
2. Is a Golden Coach—Box & Cox (Box & Cox)	12. Tell I Walk Again With You—Francis Day (Village)
3. I'm Walking Behind You—Peter Martin (Leeds)	13. I Talk to the Trees—Chappell (Chappell)
4. Oh, Happy Day—Chappell (Bregman, Vocco & Connolly)	14. The Window Walk—Michael Raine (E. B. Marks)
5. Wonderful Copenhagen—Morris (Frank)	15. We Were Red Feather—Dinah Washington (Day)
6. Pretend—Leads (Robbins)	16. Why Don't You Believe Me?—Frankie Laine (Village)
7. I Believe—Cromwell (Cromwell)	17. Overture of Heaven—Bradbury (Bregman, Vocco & Connolly)
8. Little Red Monkey—Elizabeth (Miller)	18. Celebration Rag—Bradbury (Chappell)
9. Pretty Little Black Eyes—Columbia (Santley-Joy)	19. Now—Dash (Armstrong)
10. Broken Wings—John Field (Shapiro-Bernstein)	20. Don't Let the Stars Get in Your Eyes—Morris (Four Star)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 9

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
JUST ANOTHER POLKA MY DEAREST, MY DARLING	Jo Stafford	40000 • 4-40000
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
RAMBLIN' MAN I LET HER GO	Frankie Laine	39979 • 4-39979
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
DOT'S NICE—BONNA FIGHT! IT'S THE SAME	Rosemary Clooney and Marlene Dietrich	39980 • 4-39980
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
FOR ME TIRED OF DREAMING	Jerry Vale	39990 • 4-39990
I WOULDN'T WANT IT ANY OTHER WAY HAND-ME-DOWN HEART	Lu Ann Simms	39991 • 4-39991
I'M WALKING BEHIND YOU TAKE THESE CHAINS FROM MY HEART	Champ Butler	39993 • 4-39993
TIRA LIRA MADEIRA ORIENTAL POLKA	Mitch Miller	39982 • 4-39982
WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 • 4-39970
SOMEBODY STOLE MY GAL GLAD RAG DOLL	Jahnnie Ray	39961 • 4-39961

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 9

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 • 4-21084
THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089 • 4-21089
NEVER NO MO' BLUES SLEEP, BABY, SLEEP	Lefty Frizzell	21101 • 4-21101
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
CALIFORNIA BLUES I'M LOWLY AND BLUE	Lefty Frizzell	21102 • 4-21102
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
SIDEMeat AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093 • 4-21093
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097-a • 4-21097-a
WHY DID YOU WANDEER! THINKING ABOUT YOU	Lester Flatt, Earl Scruggs	21091 • 4-21091

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVER MOON— DORIS DAY

"Lp" CL 6248 • 45 Set B-334 • 78 Set C-334

ARTHUR GODFREY'S TV CALENDAR SHOW

"Lp" GL 571 • 45 Set G-416 • 78 Set G-18

SWEETHEARTS—MARION MARLOWE and FRANK PARKER

"Lp" CL 6241 • 45 Set B-331 • 78 Set C-331

BENNY GOODMAN PRESENTS EDDIE SAUTER ARRANGEMENTS

"Lp" GL 573 • 45 Set G-419

AN EVENING WITH LIBERACE

"Lp" OL 6239 • 45 Set B-329 • 78 Set C-329

MASCAGNE: CAVALLERIA RUSTICANA—

Metropolitan Opera Production
(with Leonorville Pagnoni)—
"Lp" Set SL 1240 "Lp" Set SL-123

GEORGE LONDON: OF GODS AND DEMONS

"Lp" ML 4458

ON YOUR TOES (Rodgers-Hart)

Portia Nelson, Jack Cassidy, others
"Lp" ML 4645 • 45 Set A-1043

NEW SACRED RELEASES

Johnny Bond
PEACE, BE STILL
THE NINETEEN AND NINE
21113 • 4-21113-s

The Chuck Wagon Gang
LOOKING FOR A CITY
I'LL HAVE A NEW LIFE
4-20587-s

SHALL WE GATHER AT THE
RIVER?
WHEN THE SAINTS GO
MARCHING IN
4-20630-s

MY HOME, SWEET HOME
SPRINGTIME IN GLORY
4-20731-s

SOMEBODY CALLED MY NAME
HELP ME TO BE READY, LORD
4-20768-s



by the composer of
"Rough Meas"
PERCY FAITH
RETURN TO PARADISE
(Two Parts)
39998 • 4-39998

NEW FOLK MUSIC RELEASES

Marty Robbins
A CASTLE IN THE SKY
A HALF-WAY CHANCE WITH YOU
21111 • 4-21111

The Caldwells Brothers
A SPARKIN' NEW DAY
IT'S ALL DYER NOW BUT THE
SHOOTIN'
21112 • 4-21112

NEW POPULAR RELEASE MORTON GOULD

conducting the
"ROCHESTER 'POPS'"

Theme from
"THUNKYME RHAPSODY"
LEGEND
39997 • 4-39997



both sides hit!

JO STAFFORD

JUST ANOTHER POLKA
MY DEAREST, MY DARLING
40000 • 4-40000

Columbia's new sweetheart!
JUDY GARLAND
WITHOUT A MEMORY
SEND MY BABY BACK TO ME
40010 • 4-40010

COLUMBIA RECORDS

Irresistible!

JUDY GARLAND

in her Columbia debut
with PAUL WESTON
and his Orchestra...



without a memory

a beautiful and
exciting ballad

78 rpm 40010
45 rpm 4-40010

send my baby back to me

an infectious and
breezy rhythm tune

78 rpm 40010
45 rpm 4-40010



Trade Marks "Columbia," "Masterworks," "CD,"
© Reg. U. S. Pat. Off. Monogram Registration



THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance releases. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

I'D RATHER DIE YOUNG

P. S. I LOVE YOU—The Hilltoppers—Dot 15085

Record showed good to strong action this week in Chicago, Pittsburgh, Boston, North Carolina and around Nashville. All these reports noted building activity. Most of the play is on "Young" but flip is also getting attention. A previous "New Record to Watch."

USKA DARA—Eartha Kitt—RCA Victor 20-5284

This wild Turkish item has taken off in Chicago, New York and Pittsburgh. It's very strong in all these cities. Action according to other reports is limited indicating that its appeal might be greatest in big cities. Flip is "Two Lovers."

RUBY—Les Baxter—Capitol 2457

Hayman's Mercury version is still tops nationally, but the Baxter has taken the play away in some sections. Baxter is on the Seattle chart and building well in Philadelphia, Buffalo and Detroit. Also good in L. A. A third version by Victor Young coupled with "Song From Moulin Rouge" (Decca 29675) has drawn several good reports from retailers. Flip of Baxter is "A Little Love."

SWANEE RIVER BOOGIE

HONEY IN THE HORN—The Commanders—Decca 28659

New band is making good progress in Cincinnati, Detroit, L. A. and Buffalo, all of which reported building action. Other areas also indicated increasing activity. Most action on "Boogie" side.

Country & Western

RESTLESS HEART—Slim Whitman—Imperial 6199

Good and building in the Middle Atlantic States and New

England. Action is also good in Cincinnati and L. A. Flip is "Song of the Old Water Wheel." A previous "New Record to Watch."

SPANISH FIREBALL—Hank Snow—RCA Victor 20-5256

Off fast and building in Eastern Pennsylvania, New England, Buffalo and North Carolina. Flip is "Between Fire and Water." A previous "New Record to Watch."

THE PRICE FOR LOVING YOU

THAT'S WHAT I GET FOR LOVING YOU—Ray Price—Columbia 21688

Very good in some Southern markets, on the Houston chart and reported good in Buffalo, Pittsburgh and Chicago. Except for last named, side is "The Price."

Rhythm & Blues

THESE FOOLISH THINGS REMIND ME OF YOU

DON'T LEAVE ME THIS WAY—Domenico—Federal 12129

Off to a very strong start with every report showing good activity during the week. New York and Philadelphia favor "Don't Leave Me This Way." A previous "New Record to Watch."

IS IT A DREAM—Vocalers—Red Robin 114

This record has been out for some time and slowly getting distribution. It has been and is still strong in Philadelphia and New York. Now it has taken hold in St. Louis, Detroit and L. A. Flip is "Hurry Home."

MY MOTHER'S EYES—Tab Smith—United 147

Strong in Chicago and L. A. Good in Cincinnati, Philadelphia, and Detroit. Flip is "Cuban Boogie."

Coming Up in the Trade

The Dealers Pick

Popular

1. USKA DARA

Eartha Kitt—RCA Victor 20-5284

2. NOW THAT I'M IN LOVE

Paul Page—Mercury 7027

3. I'M WALKING BEHIND YOU

Frank Sinatra—Capitol 2456

4. JUST ANOTHER POLKA

Jo Stafford—Columbia 4000

5. OOI WHAT YOU DO TO ME

Paul Page—Mercury 7027

6. MY LADY LOVES TO DANCE

Julius La Rosa—Candace 1231

7. THAT HOUND DOG IN THE WINDOW

Homer & Jethro—RCA Victor 20-5280

8. CRAZY MAN, CRAZY

Bill Haley—Emax 321

Country & Western

1. THAT HOUND DOG IN THE WINDOW

Homer & Jethro—RCA Victor 20-5280

2. RUB-A-DUB-DUB

Hank Thompson—Capitol 2445

3. RESTLESS HEART

Slim Whitman—Imperial 6199

4. HANK'S SONG

Ferin Huskey—Capitol 2397

Rhythm & Blues

1. I WANNA KNOW

Duffy Cooper—Savoy 491

2. HONEY JUMP

Oscar McLendon—Modern 902

3. HEAVY JUICE

Tiny Bradshaw—King 4623

4. IS IT A DREAM?

Johnny—Red Robin 114

The Disk Jockeys Pick

Popular

1. JUST ANOTHER POLKA

Jo Stafford—Columbia 4000

2. P. S. I LOVE YOU

The Hilltoppers—Dot 15085

3. I'D RATHER DIE YOUNG

The Hilltoppers—Dot 15085

4. NOW THAT I'M IN LOVE

Paul Page—Mercury 7027

5. DANGER

Johnny Desmond—Coro 6078

Country & Western

1. RUB-A-DUB-DUB

Hank Thompson—Capitol 2445

2. I CAN'T WAIT

Fawn Young—Capitol 2461

The Operators Pick

Popular

1. BIG MAMOU

Dolores Gray—Decca 28676

2. THE KING OF BROKEN HEARTS

Tony Martin—Columbia 39964

3. APRIL IN PORTUGAL

Vic Damone—Mercury 70138

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during the past week. Reports on a record are discontinued after the first or second week since the National Best-Seller or Juke Box Chart.

Popular

BIG MAMOU

Dolores Gray—Decca 28676

Made the national juke box chart this week for the first time. The Dolores Gray version, also a previous "Best Buy" selection, is strong and building in Chicago and upstate New York and good in Detroit, Louisville and the Southeast. In the country field, Link Davis' "Big Mamou" is doing well, too, appearing on the Houston and Cincinnati terrestrial charts.

APRIL IN PORTUGAL

Freddy Martin—RCA Victor 20-5252

Building steadily over an extended period, record appears to be moving into the national chart for first time.

ORGAN GRINDER'S SWING

HONEY IN THE HORN

Four Aces—Decca 28651

Record coming up fast in all territories checked nationally. Helping factor is popularity of both sides, with Chicago divided in preference, Boston favoring "Honey in the Horn," while the edge to "Organ Grinder's Swing."

I'M WALKING BEHIND YOU

Frank Sinatra—Capitol 2456

Coming up steadily in most areas. The "side" still is "Lean Baby," which appears this week on national terrestrial chart. Flip is 15th most played record by deejays this week.

(Continued on page 39)

Country & Western

TAKE THESE CHAINS FROM MY HEART

Hank Williams—M-G-M 11479

Hit the national retail and juke box charts.

TOO YOUNG TO TANGO

Sunshine Ruby—RCA Victor 20-5258

Spurred ahead in Pittsburgh and Nashville and appears on the Dallas-Ft. Worth territorial chart. Continues strong in the Carolinas and reported building in Chicago.

HEY, MR. COTTON PICKER

Tennessee Ernie Ford—Capitol 2443

Good in L. A., Philadelphia, Pittsburgh and Chicago with sales reports from the South still light.

YOU SAID THAT YOU COULD DO WITHOUT ME

HONKY TONK WLATZ

Kitty Wells—Decca 28666

Philadelphia, Buffalo, Pittsburgh, Nashville and Cincinnati reports are good with only sluggish action in Chicago, the Southeast and on the West Coast.

Rhythm & Blues

OFF THE WALL

Little Walter—Checker 770

Both sides of the Little Walter disk appear on the juke box's national juke box chart.

HELP ME SOMEBODY

Crazy, Crazy, Crazy

Five Royales—Apollo 446

Another "two-sided" record. "Help Me Somebody" hit national retail chart this week with "Crazy, Crazy, Crazy" missing.

HITTON ON ME

Buddy Johnson—Mercury 70116

Placed in the nation's top 10 most played records in juke boxes for the first time this past week.

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

RADIO-TV STATIONS—

"This Week's Best Buys," and the listing of records therein, also copyrighted by The Billboard Publishing Company, may be used if prior permission is secured. Simply write or wire: Publisher, The Billboard, 1564 Broadway, New York City. Permission will be immediately granted.

NEWSPAPER EDITORS—

"This Week's Best Buys" and the listing of records therein is copyrighted by The Billboard Publishing Company. Use of either is not permitted without The Billboard's consent. Simply write or wire: The Billboard, 1564 Broadway, New York City, and permission will be immediately granted.

BILLBOARD MAGAZINE

MAY 9, 1953

The Hottest Pop Label During The First Third Of The Year Has Been Mercury!

Accent On Quality Seems To Pay Off

By NEV GEHMAN

NEW YORK, May 2.—Of the 109 published pop sides the diskery has released this year, seven have hit The Billboard's weekly chart of the 20 top weekly sellers for a hit performance rating of 6.4 per cent.

Curiously enough, Mercury, the leader, has issued the fewest records

so far this year, again pointing up the oft-mentioned but less frequently practiced homily that quantity does not spell quality.

Mercury's margin includes the year's top record to date—Patti Page's "Doggie in the Window." Rusty Draper has hit solidly with "No Help Wanted." Georgia Gibbs' "Seven Lonely Days"

has been another top entry. Mercury has also been the leader in the resurgence of instrumentals, with three clicks: "Ruby" (Richard Hayman), "Caravan" (Ralph Marterie) and "April in Portugal" (Hayman). The first two are the top-selling versions of the tunes. The seventh Mercury chart entry has been the Gaylords' "Spinning a Web."

**THANK TO THE DISC JOCKEYS, OPERATORS
AND DEALERS FOR THEIR HELP!**



Jackpot

GETTING BIGGER!

BIG MAY RELEASES

1. **DOGGIE IN THE WINDOW**—P. Page.....
My Jolson Sings—
Mercury 78170070; (45) 70070X45
2. **RUBY**—R. Hayman
Dance—
Mercury 78170146; (45) 70146X45
3. **SEVEN LONELY DAYS**—G. Gibbs.....
If You Take My Heart Away—
Mercury 78170095; (45) 70095X45
4. **CARAVAN**—R. Marterie
While We Dream—
Mercury 78170097; (45) 70097X45
5. **SPINNING A WEB**—The Gaylords.....
Ragtime—
Mercury 78170112; (45) 70112X45
6. **APRIL IN PORTUGAL**—R. Hayman.....
April—
Mercury 78170114; (45) 70114X45
7. **NO HELP WANTED**—R. Draper.....
Teardrops Baby—
Mercury 78170077; (45) 70077X45
8. **APRIL IN PORTUGAL**—V. Damone.....
I'm Walking Behind You—
Mercury 78170126; (45) 70126X45
9. **CO. WHAT YOU DO**—P. Page.....
Now That I'm In Love—
Mercury 78170127; (45) 70127X45
10. **TELL ME YOU'RE MINE**—Gaylords.....
Are You Mine—
Mercury 78170067; (45) 70067X45
11. **SAY YOU'RE MINE AGAIN**—E. Howard.....
Broken Wings—
Mercury 78170134; (45) 70134X45
12. **BIG MANOU**—R. Draper.....
Who, Who, Who—
Mercury 78170137; (45) 70137X45
13. **ALMOST ALWAYS**—E. Howard.....
Am I Loving You—
Mercury 78170135; (45) 70135X45
14. **JUST ANOTHER FOLKA**—R. Hayes.....
Trust Me—
Mercury 78170147; (45) 70147X45
15. **CRAZY, MAN, CRAZY**—R. Marterie.....
Go Away—
Mercury 78170153; (45) 70153X45
16. **LOVE ME, LOVE ME**—B. Wayne.....
More Than I—
Mercury 78170148; (45) 70148X45
17. **AFRAID**—V. Damone.....
Love Light—
Mercury 78170108; (45) 70108X45
18. **USKA DABA**—B. Parks.....
Nonchalant—
Mercury 78170160; (45) 70160X45
19. **GLASS OF TEARDROPS**—B. Williams.....
It's A Miracle—
Mercury 78170094; (45) 70094X45
20. **FRIENDS**—R. Marterie.....
After Midnight—
Mercury 78170045; (45) 70045X45



BOBBY MAXWELL

WITH

"HINDUSTAN"

AND

"BUBBLE, BUBBLE, BUBBLE"

MERCURY 70159 • 70159X45



MARY SMALL

"LONG TIME SORRY"

AND

"FAREWAY LOOK"

MERCURY 70151 • 70151X45



JIMMY DARRO

"WALK WITHOUT YOU"

AND

"A FOOL IN LOVE"

MERCURY 70150 • 70150X45

JAN AUGUST "RHUMBA BELLS" AND "JAMBOREE"

MERCURY 70144 • 70144X45



The Billboard Music Popularity Charts

... for Week Ending May 9

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1. SONG FROM MOULIN ROUGE— P. Faith-F. Sanders— Swedish Rhapsody— Capitol 39944; 4514-39944—BM		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
2. DOGGIE IN THE WINDOW—P. Page— My Jalous Eyes— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
3. 1 BELIEVE—F. Laine— Your Cheatin' Heart— Capitol 39938; 4514-39938—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
4. APRIL IN PORTUGAL—L. Baxter— Suddenly— Capitol 39938; 4514-39938—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
5. PRETEND—Nat (King) Cole— Don't Let Your Eyes Go Shopping— Capitol 39938; 4514-39938—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
6. RUBY—R. Hayman— Love Mood— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
7. ANNA—S. Mangano— I Loved You— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
8. SAY YOU'RE MINE AGAIN— Perry Como— My One and Only Heart— Vocalion 5377; 4514-5377—BM		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
9. TELL ME A STORY—F. Laine-J. Boyd— Little Boy and the Old Man— Capitol 39944; 4514-39944—BM		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
10. THE HO HO SONG—Red Buttons— Sweet Things Are Happening— Capitol 39944; 4514-39944—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
11. I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter— Just Another Polka— Vocalion 5377; 4514-5377—BM		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
12. SEVEN LONELY DAYS—G. Gibbs— If You Take Me Home Again— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
13. YOUR CHEATIN' HEART—Jonni James— I'm Beating For You— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
14. 1 BELIEVE—J. Froman— Ghost of a Rose— Capitol 39944; 4514-39944—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
15. STRANGE THINGS ARE HAPPENING— R. Dutton— Ho Ho Song— Capitol 39944; 4514-39944—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
16. APRIL IN PORTUGAL—R. Hayman— Love Mood— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
17. CARAVAN—R. Martier— While We Dream— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
18. ALMOST ALWAYS—Jonni James— If It Ain't Wonderful— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
19. APRIL IN PORTUGAL—V. Martin— Perry Como— My One and Only Heart— Vocalion 5377; 4514-5377—BM		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
20. TELL ME YOU'RE MINE—Gaylords— My One and Only Heart— Mercury 7817007; 4517007X45—ASCAP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
1. DOOGIE IN THE WINDOW—Patti Page... My Jalous Eyes— Mercury 7817007; 4517007X45—ASCAP																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

"Sunny" Sales Weather ahead!

SUNNY GALE

SEND MY BABY BACK TO ME

c/w **MEANWHILE**

with HENRI RENE and his Orch.



20/47-5306

NEW RELEASES

RCA VICTOR—
Release #53-20

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45

JIGSAW PUZZLE HEART
THE OLD TRIANGLE

Sunny Howard with the
Rampart Street Boys

20-5304 (47-5304)*

SEND MY BABY BACK TO ME
MEANWHILE

Sunny Gale with Henri
Rene and his Orch.

20-5306 (47-5306)*

THEIR BIGGEST YET!

New Records To Watch

SAUTER-FINEGAN ORK
Honey Jump—RCA Victor 20-5307

—The advance-design ork, on out-
eve of its one-nighter debut, is out-
standing with potentially its most com-
mercial side to date. There has already
made its mark in the r.&b. field
this one, in real dance tempo with
a solid beat, could stir the pop
market. Jockeys could spin it
mightily. Flip is "Time to
Dream."



THE HONEY
JUMP

and
TIME TO DREAM

The Sauter-Finegan Orch.

Vocals by Joe Mooney and
Florence Fogelson

20-5307 (47-5307)*

WHIRLWIND STOMP
HONKY TONK SERENADE

Allan Small and his Orch.

20-5303 (47-5303)*

COUNTRY-WESTERN

THE BELLS OF ST. MARY'S
COUNTRY GENTLEMAN

Chet Atkins

20-5300 (47-5300)*

BURNED FINGERS

DON'T WAIT TO BABY-YOUR BABY

Wade Ray with Noel Boggs
Steel Guitar

20-5302 (47-5302)*

JUST WAIT TILL I GET YOU ALONE
(Honey, Baby, Hurry)

BRING YOUR SWEET SELF BACK TO ME

Basille Allen

20-5308 (47-5308)*

*45 rpm cat. nos.

POPULAR

78 | 45

THAT HOUND DOG IN THE WINDOW/PORC OL' KOO-LIGER
Homer & Jethro 20-5280 (47-5280)

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher 20-5293 (47-5293)

MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN
Perry Como 20-5277 (47-5277)

APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddie Martin 20-5052 (47-5052)

NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin 20-5279 (47-5279)

WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN
Wally Cox 20-5278 (47-5278)

DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE
Boston Pops 10-4166 (49-4166)

HOT TODDY/SERENADE
Ralph Flanagan 20-5095 (47-5095)

USKA DARA/TWO LOVERS
Eartha Kitt 20-5284 (47-5284)

HEAD BIG BEAT/I WONDER WHY
Buddy Morrow 20-5295 (47-5295)

WILD HORSES/1 CONFESS
Perry Como 20-5152 (47-5152)

HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED
Eddie Fisher 20-5137 (47-5137)

THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS
Henri Rene 20-5264 (47-5264)

DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como 20-5064 (47-5064)

RUBY/LESS THAN TOMORROW
Vaughn Monroe 20-5286 (47-5286)

COUNTRY-WESTERN

SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART
Johnnie & Jack 20-5290 (47-5290)

TOO YOUNG TO TANGO/
HEARTS WEREN'T MEANT TO BE BROKEN
Sunshine Ruby 20-5250 (47-5250)

YOU ALWAYS HURT THE ONE YOU LOVE/
I'M GONNA LOCK MY HEART
Eddy Arnold 20-5193 (47-5193)

BROKEN WINGS/CANNONBALL YODEL
Elton Britt 20-5251 (47-5251)

A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow 20-5034 (47-5034)

RHYTHM-BLUES

I WANNA KNOW/LAUGHING BLUES
The Du Droppers 20-5229 (47-5229)

AMAPOLA/MOODY ELSE BUT YOU
Les Harris 20-5270 (47-5270)

ALL NIGHT LONG/ON WHY
The Robins 20-5271 (47-5271)

A smash sensation from the
night club and theater
circuit

SONNY HOWARD



in his FIRST RCA Victor release

JIGSAW PUZZLE HEART

c/w THE OLD TRIANGLE
with The Rampart Street Boys
20/47-5304

"45 EXTENDED PLAY" ALBUMS
MEAN EXTRA PROFITS

Eddy Arnold, the Ten-
nessee Playboy, one of
America's favorite folk
balladeers, sings "The
Old Ragged Cross,"
"Have Thine Own Way,
Lord," and two other
well-loved hymns.

EPA-427



EPA-427



EPA-410

The American Waltz
King, Wayne King, plays
favorite waltzes by the
European Waltz Kings,
Strauss and Lehner "Top
and Tovar," "Gold and
Silver," and two more.

EPA-410

RCA VICTOR
FIRST IN RECORDED MUSIC



THE SWING'S TO "45"



CLIP-FILL IN-ORDER TODAY!

Territorial Best Sellers (Popular)

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

BONNIE LOU
DANCIN' WITH SOMEONE
1192 and 45-1213

JIMMY BLUE
BURNING AROUND
WHY, WHY, WHY
1214 and 45-1214

TOMMY PRISCO
LOVE FOR LOVE
HOW I KNOW
1192 and 45-1192

Folk/Western

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

MOON MULLIKEN
RHEUMATISM BOOGIE
ROCKET TO THE MOON
1198 and 45-1198

**CHARLEY GORE &
LOUIE JONES**
MEXICAN JOE
'YOU AIN'T HOTTIN'
BUT A FEMALE MOUND
DOG
1212 and 45-1212

COWBOY COPES
I CAN'T GO ON
A WHEATON ON THE
DOOR OF MY HEAD
1200 and 45-1200

JIMMIE OSBORNE
MAC, MAC, MAC
I'M SCARED TO GO HOME
1198 and 45-1198

Rhythm/Blues

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

ROY HROWN
CAMELIN' MAH
ME KNOW DOGS IN
TOWN
4627 and 45-4627

OFF THE WALL
THE BLUES CAME POUR-
ING DOWN
4627 and 45-4627

EARL BOSTIC
CHECKER
THE SONG IS SINGED
4623 and 45-4623

STEAKWATER JUMP
THE SINGIN' OF A-6-6
4603 and 45-4603

Federal

BILLY WARD
AND HIS BORNHOLMS
THESE FOLKLINE THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

CHIEF ERI AND GI JOE
FORGIVE ME (Gambel)
PRETTY RED BABY
12140 and 45-12140

LITTLE WHELIE LITTLEHEAD
K.C. LOVING
PLEASANT AT MIDNIGHT
12110 and 45-12110

CAMILLE HOWARD
SCITTY ME, BABOY
I'M SO CONFUSED
12112 and 45-12112

DISTRIBUTED BY

**King
FEDERAL
RECORDS
INC.**

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Los Angeles...APRIL IN PORTUGAL

F. Martin, Victor 20-5652

Seattle...RUBY

L. Baxter, Capitol 2457

LEAN EASY

F. Sinatra, Capitol 2450

St. Louis...CRAZY MAN, CRAZY

P. Haley Comets, Essex 321

THAT HOUND DOG IN THE WINDOW

Homer & Jethro, Victor 20-5280

Boston...LET HER GO

F. Laine, Columbia 39979

Pittsburgh...THAT HOUND DOG IN THE WINDOW

Homer & Jethro, Victor 20-5280

Washington, D.C.-Lellimore, Md.

Chicago...NOW THAT I'M IN LOVE

P. Page, Mercury 70127

Philadelphia...CRAZY MAN, CRAZY

P. Haley Comets, Essex 321

New York

Chicago...USKA DARA

E. Kitt, Victor 20-5284

Territorial Best Sellers

Records listed are based on the reports received via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

2. I Believe

F. Laine, Columbia

3. Pretend

Nat (King) Cole, Capitol

4. Ho Ho Song

R. Buttons, Columbia

5. Anna

S. Mangano, M-G-M

6. Doggie in the Window

P. Page, Mercury

7. Ruby

R. Hayman, Mercury

8. April in Portugal

L. Baxter, Capitol

9. I'm Walking Behind You

E. Fisher-H. Winterhalter,

Victor

10. Uska Dara

E. Kitt, Victor

Chicago

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

2. Ho Ho Song

R. Buttons, Columbia

3. Anna

S. Mangano, M-G-M

4. April in Portugal

L. Baxter, Capitol

5. Say You're Mine Again

P. Como, Victor

6. Doggie in the Window

P. Page, Mercury

7. Ruby

R. Hayman, Mercury

8. Almost Always

J. James, M-G-M

9. Anna

S. Mangano, M-G-M

10. Now That I'm in Love

P. Page, Mercury

Los Angeles

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

2. Ruby

R. Hayman, Mercury

3. Anna

S. Mangano, M-G-M

4. Pretend

N. (King) Cole, Capitol

5. Doggie in the Window

P. Page, Mercury

6. I Believe

F. Laine, Columbia

7. Say You're Mine Again

P. Como, Victor

8. April in Portugal

L. Baxter, Capitol

9. I Believe

F. Laine, Columbia

10. April in Portugal

F. Martin, Victor

Philadelphia

1. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

2. Say You're Mine Again

P. Como, Victor

3. I Believe

F. Laine, Columbia

4. April in Portugal

F. Martin, Victor

Atlanta

1. Pretend

N. (King) Cole, Capitol

2. April in Portugal

L. Baxter, Capitol

3. Doggie in the Window

P. Page, Mercury

4. I Believe

J. Froman, Capitol

5. Caravan

R. Martier, Mercury

6. My One and Only Heart

P. Como, Victor

7. Song From Moulin Rouge

Mantovani, London

8. Ruby

R. Hayman, Mercury

9. Say You're Mine Again

P. Como, Victor

10. I'm Walking Behind You

E. Fisher-H. Winterhalter,

Victor

St. Louis

1. April in Portugal

L. Baxter, Capitol

2. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

3. Crazy Man, Crazy

P. Haley Comets, Essex

4. Ruby

R. Hayman, Mercury

5. I'm Walking Behind You

E. Fisher-H. Winterhalter,

Victor

6. Song From Moulin Rouge

Mantovani, London

7. Hot Today

R. Flanagan, Victor

8. Say You're Mine Again

P. Como, Victor

9. Say Si Si

Mills Brothers, Decca

10. That Hound Dog in the Window

Homer & Jethro, Victor

Detroit

1. April in Portugal

R. Hayman, Mercury

2. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

3. I Believe

F. Laine, Columbia

4. Doggie in the Window

P. Page, Mercury

5. Say You're Mine Again

P. Como, Victor

6. Pretend

Nat (King) Cole, Capitol

7. Ho Ho Song

R. Buttons, Columbia

8. Less Than Tomorrow

H. Williams, Decca

9. Tell Me a Story

F. Laine-J. Boyd, Columbia

10. Ramona

Gaylords, Mercury

Boston

1. Anna

S. Mangano, M-G-M

2. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

3. Pretend

Nat (King) Cole, Capitol

4. Doggie in the Window

P. Page, Mercury

5. Ruby

R. Hayman, Mercury

6. Say You're Mine Again

P. Como, Victor

7. I'm Walking Behind You

E. Fisher-H. Winterhalter,

Victor

8. Song From Moulin Rouge

Mantovani, London

9. My One and Only Heart

P. Como, Victor

10. I Let Her Go

F. Laine, Columbia

Pittsburgh

1. Doggie in the Window

P. Page, Mercury

2. I Believe

F. Laine, Columbia

3. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

4. April in Portugal

L. Baxter, Capitol

5. Ruby

R. Hayman, Mercury

6. Pretend

Nat (King) Cole, Capitol

7. April in Portugal

F. Laine, Columbia

8. Ho Ho Song

R. Buttons, Columbia

9. That Hound Dog in the Window

Homer & Jethro, Victor

MANGANO ANNA CORRECT LISTING

NEW YORK, May 9.—In last week's territorial charts for New York, New Orleans, Chicago and Boston (The Billboard, May 9), "Anna" was credited to Richard Hayman on Mercury. The correct listing should have been to Silvano Mangano on M-G-M.

Lean Baby
P. Sinatra, Capitol
Just Another Poole
J. Stafford, Columbia

New Orleans

1. Doggie in the Window

P. Page, Mercury

2. Anna

S. Mangano, M-G-M

3. April in Portugal

L. Baxter, Capitol

4. Song From Moulin Rouge

P. Faith-F. Sanders, Columbia

5. Ruby

V. Young, Decca

6. Tell Me a Story

F. Laine-J. Boyd, Columbia

7. Pretend

Nat (King) Cole, Capitol

8. I Believe

F. Laine, Columbia

9. Pour Me a Glass of Teardrops

R. Williams, M-G-M

10. Ruby

R. Hayman, Mercury

Dallas-Ft. Worth

1. April in Portugal

L. Baxter, Capitol

2. Song From Moulin Rouge

The Billboard Music Popularity Charts

... for Week Ending May 9

TOP COUNTRY & WESTERN RECORDS

America's NEW Piano Sensation
BILLY LIEBERT
"I'll See You in My Dreams"
"I'm Forever Blowing Bubbles"
Imperial 8168

Imperial Records
4021 Hollywood Blvd.
Hollywood 36, Calif.

RIDING HIGH
CARL SMITH
singing
"JUST WAIT TILL
I GET YOU ALONE"
Columbia 21087

TANNEN MUSIC, INC.
146 W. 54th St., NYC.

OVER 100
MOVIE LABELS
DO BIZ WITH
RCA VICTOR

WHY?
"a Market Place"
PAGE 29

**GIVE TO THE
RUNYON CANCER FUND**

a smash
HIT!

'THIS ORCHID MEANS GOOD-BYE'

recorded by ...

- ➔ **Carl Smith**
Columbia 21087
- ➔ **Jimmy Wakely**
Capitol 2484
- ➔ **Charlie Gore**
King 1227

**FAIRWAY
MUSIC CORP.**

6365 Selma Ave. Hollywood 28, Calif.

This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Fort Worth...	RUB A DUB DUB	H. Thompson, Capitol 2445
	TOO YOUNG TO TANGO	D. Thompson, Capitol 2445
Cincinnati...	I'M SCARED TO GO HOME	E. Osborne, King 1193
Nashville...	YOU'RE A REAL GOOD FRIEND	E. Tubb, R. Foley, Decca 28634
	I'LL SIGN MY HEART AWAY	H. Thompson, Capitol 2445
New Orleans...	RUB A DUB DUB	H. Thompson, Capitol 2445

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Ft. Worth

1. Mexican Joe
J. Reeves, Abbott
2. No Help Wanted
Carlisle, Mercury
3. Kew-Liga
H. Williams, M-G-M
4. Take These Chains From My Heart
H. Williams, M-G-M
5. Running Around
P. T. Tyler, Decca
6. Last Waltz
W. Pierce, Decca
7. Rub a Dub Dub
H. Thompson, Capitol
8. Knot Hole
Carlisle, Mercury
9. Too Young to Tango
Sunshine Rhy, Victor
10. Just Wait Till I Get You Alone
C. Smith, Columbia

Houston

1. Mexican Joe
J. Reeves, Abbott
2. Take These Chains From My Heart
H. Williams, M-G-M
3. Red Rose
S. Willet, Four Star
4. I Haven't Got the Heart
W. Pierce, Decca
5. No Help Wanted
L. Davis, Olek
6. Kew-Liga
H. Williams, M-G-M
7. Last Waltz
W. Pierce, Decca
8. I Couldn't Keep From Crying
M. Robbins, Columbia
9. Price for Loving You
R. Price, Columbia
10. Restless Heart
S. Whitman, Imperial

Cincinnati

1. No Help Wanted
Carlisle, Mercury
2. Seven Lonely Days
B. Lou, King
3. Red Rose
S. Willet, Four Star
4. I'm Scared to Go Home
J. Osborne, King
5. Big Men
L. Davis, Olek
6. Your Flying Days Are Thru
J. Skinner, Capitol
7. Mexican Joe
J. Reeves, Abbott
8. Take These Chains From My Heart
H. Williams, M-G-M
9. Your Cheatin' Heart
H. Williams, M-G-M
10. Last Waltz
W. Pierce, Decca

Nashville

1. Your Cheatin' Heart
H. Williams, M-G-M
2. This Orchid Means Goodbye
C. Smith, Columbia
3. Take These Chains From My Heart
H. Williams, M-G-M
4. Last Waltz
W. Pierce, Decca
5. I Couldn't Keep From Crying
M. Robbins, Columbia
6. You're a Real Good Friend
E. Tubb, Decca
7. Mexican Joe
J. Reeves, Abbott
8. I Haven't Got the Heart
W. Pierce, Decca
9. I'll Sign My Heart Away
H. Thompson, Capitol
10. Rocket to the Moon
M. Mulliken, King

New Orleans

1. Your Cheatin' Heart
H. Williams, M-G-M
2. Remblin' Men
H. Williams, M-G-M
3. Rub a Dub Dub
H. Thompson, Capitol
4. No Help Wanted
H. Thompson, Capitol
5. This Orchid Means Goodbye
C. Smith, Columbia
6. No Help Wanted
Carlisle, Mercury

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. KAW-LIGA—Hank Williams.....	1	13
2. MEXICAN JOE—J. Reeves.....	1	6
3. NO HELP WANTED—Carlisle.....	3	16
4. YOUR CHEATIN' HEART—H. Williams.....	4	13
5. LAST WALTZ—W. Pierce.....	5	6
6. TAKE THESE CHAINS FROM MY HEART—H. Williams.....	6	4
7. BUNNING AROUND—T. T. Tyler.....	7	1
8. THIS ORCHID MEANS GOODBYE—Carl Smith.....	8	2
9. POOL SUCH AS I—H. Snow.....	9	7
10. SEVEN LONELY DAYS—Donnie Lee.....	10	2

Most Played by Jockeys

Records are ranked in order of the greatest number of spins on country and western juke boxes shown through the country. Results are based on The Billboard's weekly survey among juke box operators in country and western records.

This Week	Last Week	Weeks on Chart
1. YOUR CHEATIN' HEART—H. Williams.....	1	13
2. KAW-LIGA—Hank Williams.....	2	10
3. NO HELP WANTED—Carlisle.....	3	10
4. MEXICAN JOE—J. Reeves.....	4	7
5. LAST WALTZ—W. Pierce.....	5	5
6. KNOT HOLE—Carlisle.....	6	5
7. JUST WAIT TILL I GET YOU ALONE—Carl Smith.....	7	1
8. POOL STEADY—E. H. Snow.....	8	10
9. GOIN' SUCH AS I—H. Snow.....	9	14
10. I COULDN'T KEEP FROM CRYING—Marty Robbins.....	10	4

Most Played in Juke Boxes

Records are ranked in order of the greatest number of spins on juke boxes through the country. Results are based on The Billboard's weekly survey among operators throughout the country with a high volume of sales in country and western records.

This Week	Last Week	Weeks on Chart
1. NO HELP WANTED—Carlisle.....	1	14
2. YOUR CHEATIN' HEART—H. Williams.....	2	12
3. MEXICAN JOE—J. Reeves.....	3	7
4. KAW-LIGA—Hank Williams.....	4	10
5. LAST WALTZ—Webb Pierce.....	5	4
6. I HAVEN'T GOT THE HEART—W. Pierce.....	6	2
7. TAKE THESE CHAINS FROM MY HEART—H. Williams.....	7	1
8. BUNNING AROUND—T. T. Tyler.....	8	1
9. I COULDN'T KEEP FROM CRYING—M. Robbins.....	9	7
10. POOL SUCH AS I—H. Snow.....	10	6

Barton Co. Gets 'Here to Eternity'

NEW YORK, May 9.—Barton Music has acquired the score of "From Here to Eternity," new Columbia Pictures movie based on James Jones to be released in the fall. Frank Sinatra is featured in the film, singing the title ditty and "Re-Enlistment Blues." Both songs will also be cut by the client for Capitol Records. The score was written by Bob Wells and Fred Karger.

Welk Souvenir Album For Early Coral Issue

HOLLYWOOD, May 9.—An album composed of favorite stand-alone tunes selected by his admirers over a year's period will be released by Coral Records. It will be known as "The Lawrence Welk Souvenir Album" and features 10 tunes enjoyed by Welk's audiences at the Santa Monica Aragon Ballroom where all numbers were recorded.

Cincinnati

Continued from page 32

3. Strange Things Are Happening
B. B. Bortone, Columbia
4. April in Portugal
B. Bortone, Capitol
5. Pretend
Nat (King) Cole, Capitol
6. April in Portugal
B. Bortone, Mercury
7. Say You're Mine Again
P. Mayo, Victor
8. Doggie in the Window
P. Mayo, Mercury
9. I Believe
P. Mayo, Columbia
10. I'm Wakin' Up Behind You
L. Fisher-H. Winterhalter, Victor

The Billboard's Music Popularity Charts . . . For Week Ending May 9

R & B RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The chart is made up of each record's sales for the week.

This Week	Last Week	Weeks on Chart
1. HOUND DOG—W. M. Thornton.....	1	8
2. I'M MAD—W. Mabon.....	3	7
3. RED TOP—King Pleasure.....	7	7
4. I WANNA KNOW—Du Droppers.....	4	4
5. (MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown.....	2	17
6. GOIN' TO THE RIVER—Fats Domino.....	8	4
7. BEAR CAT—R. Thomas Jr.....	5	5
8. HELP ME SOMEBODY—Faye Royales.....	—	1
9. CRAWLIN'—The Clovers.....	6	10
10. GOING TO THE RIVER—C. Willis.....	10	2

1. HOUND DOG—W. M. Thornton..... 1 8
2. I'M MAD—W. Mabon..... 3 7
3. RED TOP—King Pleasure..... 7 7
4. I WANNA KNOW—Du Droppers..... 4 4
5. (MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown..... 2 17
6. GOIN' TO THE RIVER—Fats Domino..... 8 4
7. BEAR CAT—R. Thomas Jr..... 5 5
8. HELP ME SOMEBODY—Faye Royales..... — 1
9. CRAWLIN'—The Clovers..... 6 10
10. GOING TO THE RIVER—C. Willis..... 10 2

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. HOUND DOG—W. M. Thornton.....	1	7
2. I'M MAD—W. Mabon.....	3	3
3. (MAMA) HE TREATS YOUR DAUGHTER MEAN—R. Brown.....	4	4
4. BEAR CAT—R. Thomas Jr.....	4	4
5. CRAWLIN'—The Clovers.....	4	4
6. GOIN' TO THE RIVER—C. Willis.....	10	2
7. RED TOP—King Pleasure.....	7	7
8. LET ME GO HOME WHISKEY—A. Milburn.....	—	1
9. OFF THE WALL—Little Walter.....	—	1
10. HITTING ON ME—B. Johnson.....	—	1
11. TELL ME, MAMA—Little Walter.....	—	1

Rhythm & Blues Record Reviews

Continued from page 26

Blue in My Heart—73
Tears in My Heart..... 73

A smooth, afterthought blues in song effectively by the character, over history and backing. Decca should use it.

THE FAUCONS
You're the Reason of My Heart..... 71

50-50—Here's a good idea. The Faucons, new group on the label. The boys handle the pretty ballad warmly, showing off smooth harmony and a luscious lead. Set is attractive and with exposure could get some action. Good debut for the group.

It's You & Me—73
Group does another effective job here on a pleasant effort, but the flip has much more power.

JOHN LEE HOOKER
Ride the Wind..... 73

MODERN 901—Beat is persistent and the singer shows the same what ribald lyrics with enthusiasm. Side should be out with the best of the collection.

THE SUNDERS
The Sunders and the Ruler..... 74

50-50—The Sunders show the sympathy by the writer's Southern-style blues featuring whining guitars.

MELVIN DANIELS
I'm Be a Fool..... 74

RPM 381—Daniels shows a powerful side on for an unimpaired singing with plenty of enthusiasm. Beate close watching, for it could break out.

THE MONROES
Effort has a good beat and moves with should do okay on the cone boxes.

BORSCHE GORDON
RPM 384—Here's a good side by R. Gordon featuring the change in a short vocal over a hard-core backing by the audience. Material isn't outstanding, but the performance is alive. Should pull some.

When May Be Too Late—74
The warbler does another effective job on this line on a pulsating rhythm effort that introduces a belly bop by the R. It could get some plays.

SWINGING SAK KARI OKI
Hony..... 74

When May Be Too Late—74
Hony (who has a strong performance) is a good side for the strong country. Backing is okay. After having been stronger.

You Let Me Love Good—74
After having been stronger, it has potential, but there are too many

after having been stronger, it has potential, but there are too many

after having been stronger, it has potential, but there are too many

after having been stronger, it has potential, but there are too many

after having been stronger, it has potential, but there are too many

after having been stronger, it has potential, but there are too many

RHYTHM AND BLUES NOTES

By BOB ROLOTTZ

The Gale Agency is negotiating with Joe Louis to go with the R&B package being put together by the agency. Louis broke in his vaudeville act at the Apollo Theater, New York, about a month ago. If the unit, which will feature Ruth Brown, The Clovers, Wynonie Harris, and the Erskine Hawkins crew, signs Joe Louis it will make the package complete. If not, it is possible that Louis Jordan will go with the unit.

Ruth Brown, and Billy Ward and his Dominoes, did a week at the Bandbox, New York, this week. Ruth Brown is being held over another week, after which she will go out on one-nighters from May 25 to June 1 with Sonny Stitt. Ruth Stitt and Joe Orlos will play the Troy Army on May 25. . . . Billy Shaw, head of Shaw Artists, will be in St. Louis today for a three-day holiday. . . . A new club has been opened in Jacksonville, Fla., called the El Samba. First act featured is the Five Keys.

Fats Domino was unable to fulfill his one-nighter engagements in Louisiana. A 10-day tour of Georgia from May 1 to May 6 due to illness. The singer has recovered. . . . Deshae Williams, of WBOY, in Tarpon Springs, Fla., is presenting a one-hour R&B show daily, and is hoping disksters will send him players to spin. . . . Atlantic Records has packed singer Max Baer and Chuck Morris. Their first wax will be released next week. . . . Rose Murphy, who has been in England for the past three months, has had her engagement postponed until September. The thrush is a big hit in the British Isles.

Vivian Greene goes into Denver's Chertin Inn next week. . . . Jim Johnson's Quartet now at the Katz's in Kitten, Denver night club. . . . Denver was visited by Joe Higgins' Hornedippers last week when the crew played Rainbow Ballroom there. . . . Selika is now playing organ at the Harmonia Lounge, Denver, and handling piano work at the D. C. on May 28. In between these dates she will play other one-nighters in Virginia.

'Can Can' Wax Session Set

NEW YORK, May 9. . . . Livingston, Capital Records' wax line in charge of artists and repertoire, arrives here from the States this Monday (11) for a session of huddles with Eastern wax diskery brass, and to supervise the original cast of the session of the Cole Porter musical, "Can Can." The last musical wax will be recorded in the all-day session next Sunday (17). Livingston is expected to stay here for several days before returning to Capitol's West Coast headquarters.

Progressive Skeds Album Sessions

NEW YORK, May 9. . . . The Progressive label, jazz diskery headed by Gus Grant, Harry Sullivan and Irvin Gewirtz, have scheduled waxing sessions in upcoming weeks to provide for enough material to give the diskers 15 long-playing albums by the end of 1953.

Most recent sessions were cut by a Chuck Wayne group. The label also signed Tony Fruscella, trumpet, to a contract. The Wayne sides were made with Bru Moore, George Duvivier and Shagme. . . . Harvey Lowland, Progressive also used Zoot Sims for four sides after getting permission from Prestige Records which holds a contract with Sims.

Take my word for it!



"THE LORD'S BEEN GOOD TO ME"

"A HAPPY LIFE" AMONG THE HTS TO COME ON

Pelican RECORDS

3319 PLANK RD. BATON ROUGE, LA.

A Sure Fire HIT! BOBBY MITCHELL & The Toppers "Rack 'Em Back"

"I'm Crying" Imperial 5734

Imperial Records 635 Hollywood Blvd. Hollywood 28, Calif.

Soon I'll Coast-to-Coast Every Day! "I WANNA KNOW"

By DOLLY COOPER Compare & Continue Yourself SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Hottest Record in N. Y. "A BEGGAR FOR YOUR KISSES"

by THE DIAMONDS Music 781

Attentive RECORDING CORP. 100 WEST 40th STREET NEW YORK 18, N. Y.

IT'S A HIT! ANDREW WIDEMAN 12 year old Wonder Boy of "MBC 'STAR-TIME' singing . . .

"MAMA'S LITTLE BOY GOT THE BLUES"

and "I'M NOT A CHILD ANYMORE" JUBILEE 5317

JUBILEE RECORD CO., INC. 315 W. 47th St., N. Y., N. Y.

Breaking Big! A Disk Jockey Pick! "I'M GLAD"

by MITZI MARS ON CHECKER NO. 773

CHECKER RECORDS 4515 S. Cottage Grove Ave. Chicago, Illinois

The Billboard is the only true paper covering the general showbusiness field with an audited paid circulation.



YOUR SPRING TONIC from GOTHAM!

The Good Little Record That's Not on the Charts!

"PLEASE BELIEVE ME" DORIS BROWN

GOTHAM RECORD C 290

It's Exciting!

"Hey Everybody" TNT TRIBLE

GOTHAM RECORD C 294

A Record That's DIFFERENT!

Please Listen To It

'FOR YOU' DIANE' DOC BAGBY TRIO

GOTHAM RECORD C 291

You know Gotham is Spiritual Headquarters. Here is the strongest array of spirituals that we have heard in years.

Beyond the Stars—The Harp—C 157

Mother's Prayer—CBS Thompson and Harmonizing Force C 158

Jesus Will Carry You Through—Angelic Gospel Singers C 159

In That Great Judgment Morning—Clara Ward C 160

The Little Heaven to Me—Lena Gospel Singers C 161

Say a Prayer for the Boy in Heaven C 162

Jesus Sing Bright In—Doris Scales C 163

ATTENTION RADIO STATIONS!

We would like to service more stations than we can present today. If you and your budget is limited, if you will handle it on a cash basis, we will be glad to send samples. Write whether you play Spiritual, Rhythm—Waltz—Ballad—Folk.

GOTHAM RECORD C 291

1626 Federal St., Philadelphia, Pa.

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealer and operator in other markets.

Cincinnati
Washington, D. C.-Baltimore, Md. . . . THESE FOOLISH THINGS
REMINDE ME OF YOU
Fats Domino, Federal 12129
Los Angeles . . . CAN'T DO SIXTY NO MORE
Du Droppers, Red Robin 108

Territorial Best Sellers

Lists are based on late sales reports secured via Western Union messenger service from top rhythm and blues operators in other markets.

Charlotte

1. I Wanna Know
Du Droppers, Victor
2. Goin' to the River
Fats Domino, Imperial
3. Help Ma, Somebody
Five Royales, Apollo
4. Crawlin'
Covers, Atlantic
5. I'm Mad
W. M. Thornton, Chess
6. Let Me Go Home Whiskey
A. Milburn, Aladdin
7. 24 Hours
R. Brown, Chess
8. So Long
L. Price, Specialty
9. Pappa
B. Brown, Gotham
10. Baby, Don't Do It
Five Royales, Apollo

Atlanta

1. I Wanna Know
Du Droppers, Victor
2. Hound Dog
Fats Domino, Federal
3. Woke Up This Morning
B. K. King, RPM
4. I'm Mad
W. M. Thornton, Chess
5. Bear Cat
R. Thomas Jr., Sun
6. Help Ma, Somebody
Five Royales, Apollo
7. (Mama) He Treats Your
Daughter Mean
R. Brown, Atlantic
8. Tell Me, Mama
Little Walter, Checker
9. Goin' to the River
Fats Domino, Imperial
10. So Long
L. Price, Specialty

St. Louis

1. I'm Mad
W. M. Thornton, Chess
2. Hound Dog
Fats Domino, Imperial
3. Bear Cat
R. Thomas Jr., Sun
4. Red Top
King Pleasure, Prestige
5. (Mama) He Treats Your
Daughter Mean
R. Brown, Atlantic
6. Goin' to the River
C. Willis, Okeh
7. Is It a Dream?
Vocalists, Robin
8. You're Mine
Crickets, M-G-M
9. Baby, Don't Do It
Five Royales, Apollo
10. Goin' to the River
Fats Domino, Imperial

Detroit

1. Goin' to the River
C. Willis, Okeh
2. Way Back Home
Big Maybelle, Okeh
3. Hound Dog
Fats Domino, Imperial
4. Crazy, Crazy, Crazy
Five Royales, Apollo
5. I'm Mad
W. M. Thornton, Chess
6. (Mama) He Treats Your
Daughter Mean
R. Brown, Atlantic
7. Bear Cat
R. Thomas Jr., Sun
8. Red Top
King Pleasure, Prestige
9. I Wanna Know
Du Droppers, Victor
10. Hittin' on Me
B. Johnson, Mercury

New Orleans

1. Hound Dog
Fats Domino, Imperial
2. Goin' to the River
Fats Domino, Federal
3. (Mama) He Treats Your
Daughter Mean
R. Brown, Atlantic

Help Me, Somebody

Five Royales, Apollo

Covers, Atlantic

Woke Up This Morning

B. K. King, RPM

King Pleasure, Prestige

I Wanna Know

Five Royales, Victor

You're Mine

Crickets, M-G-M

Cincinnati

1. Help Ma, Somebody

Five Royales, Apollo

Hound Dog

Fats Domino, Federal

Heavy Juice

R. Bradshaw, King

Clawin'

Covers, Atlantic

Hittin' on Me

B. Johnson, Mercury

These Foolish Things

Reminds Me of You

Fats Domino, Federal

What's the Matter Now?

L. Price, Specialty

Woke Up This Morning

B. K. King, RPM

24 Hours

R. Brown, Chess

My Kind of Woman

E. Slay, Savoy

Washington-Baltimore

1. I Wan-a Know

Du Droppers, Victor

Goin' to the River

Fats Domino, Imperial

Is It a Dream?

Fats Domino, Imperial

Goin' to the River

Fats Domino, Imperial

Is It a Dream?

Vocalists, Robin

You're Mine

Crickets, M-G-M

Baby, Don't Do It

Five Royales, Apollo

Goin' to the River

Fats Domino, Imperial

Is It a Dream?

Vocalists, Robin

You're Mine

Crickets, M-G-M

Goin' to the River

Fats Domino, Imperial

Is It a Dream?

Vocalists, Robin

You're Mine

Crickets, M-G-M

Popular

STOP, LOOK AND LISTEN . . . 77

The Modernaires (1-10")

Cricket (1-10")

The Modernaires, one of the best pop

groups but one of the modern pop

groups, has a chance to show off their

recent single work on the

album, which includes eight of

their recent single releases. The col-

lection is the exception of a modern-

ized version of "Take Me Some-

thing Nasty," contains features of the

swing era, brought up to date by the

group's fresh and exciting interpreta-

tions. The album includes "Buck-
le Up," "Stop, Look and Listen,"
"Buckin' Wild," "Smoochy," "Let's
Go," and "New Jack Be a Bad Boy."

This LP should sell well to the

Modernaires' many fans.

ON YOUR TONES . . . 74

Chorus and Orchestra Conducted by

Johnny Mercer (1-10")

Columbia (3) ML 465

This is another in the Goodies

series of re-recorded songs and

packages. It's certainly very hit as

good as items were the previous

ones — including those which used

Mary Martin as an added draw.

This Rodgers and Hart opus is best known

perhaps for the instrumental "Boogie

on Ten" and the lovely

ballad "There's a Small Hotel."

Others here were no pop hit but

one of the best ever written by the

former team. The cast assembled by

Merger is in fine tune and the

orchestra is wonderful. In short, this

is a fine standard album.

IMAGINATION . . . 71

Chorus and His String Section

(1-10")

Capitol (3) ML 440

The Victor Young orchestra is warm

and spreading renditions of a lovely

collection of songs on this new

waxing. Five of the selections are by

the conductor-composer. The shimmer-

ing multi-instrumental accompaniment

and the delicate performance help

make this a most listenable album.

All of the tunes are performed

exactly as they include, "Imagination,"

"Moonlight Becomes You,"

"Dream of Heaven" and "Twilight

Notion."

BEATRICE LILLIE . . . 70

Chorus Conducted by Ray

Bernard (1-10")

Capitol (3) ML 543

Beatrice Lillie has been casting a

spell on critics and audiences since

her first low-key, comic style for at

least a quarter of a century now, and

her fans, who are legion, still can't

get enough of her. At the same

time she is tearing up Broadway in

what is practically a one-woman

show at the Broadway Theatre.

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

the most popular Broadway star

of the moment."

"On the Stage she is

</

Musicians Vote On Club Hiring

NEW YORK, May 8.—Membership of Local 802, American Federation of Musicians, on May 11, will vote upon a resolution designed to do away with discrimination, or unfair competition, in the club date field. The resolution notes that the giving of payoffs or gifts to managers of hotels, catering halls, etc., in return for leads on jobs, shall be deemed a violation of union regulations. The resolution also states that the executive board of the local serve notice on hotels, catering establishments, etc., that "discriminatory interference directed toward members of Local 802 or agents... shall constitute an act of conspiracy to deprive members... of fair... opportunity to compete for employment."

The resolution, and what happens to it is regarded of prime importance to the membership, inasmuch as the club-date field accounts for more than 75 per cent of the income earned by the membership. Many attempts have been made in the years to prevent a monopoly of jobs in this field. In 1947 a resolution similar

TREADWELL OPENS

George Treadwell, former jazz trumpet player, who married Sarah Vaughan, has opened his own talent agency in New York. In addition to Miss Vaughan, his starting stable includes: Ruth Brown and Dixie Gillespie.

BROWN FORMS KID PUBERTY...

A new publishing firm, Westwood Publications, was formed by Bill Simon this week. It is a BMI firm and will specialize exclusively in kiddie material. The purpose of the firm is to screen and develop kiddie material for submission to a&rs. men and to effect tie-ins on the kiddie items.

to that outlined here was passed by the members. The resolution was appealed by a group of leaders and was termed unconstitutional by the international executive board of the AFM. The exec board of the local has been prudent in policing club dates and has minimized unfair practices. Traders are watching the fate of the new resolution with great interest.

with industrial firms. This is the second firm recently formed by Simon, the first being Thornwood Music, also a BMI affiliate. In addition to the above activity, Simon recently added to his family when he became the father of a first, his second child.

New York

Publisher Leo Talent has set a tie-in promotion with the New York Florist's Association to plug Muddy Cannon's recent slicing of his ditty, "Three Red Roses"... Deejay action in several territories has led Decca to release as a single the Andrews Sisters-Doris Amet disk of "Old Don Juan" from the album "Sing, Sing, Sing". Decca has also released four sets of square dances by hood-dance specialist Ed Gilmore... Instructions are included in the packages... Some confusion is expected when two old Al Jolson songs, just re-issued, of "When the Red, Red Robin" and "I'm Sittin' on Top of the World" are released... They'll probably be played via-vis Norman Brooks in many cases... Moe Barrett, new Coral chanter, opens at the Copa May 14.

Aberbach, Ltd., new English publishing firm, set up by Elton and Range, started operations this month, with Roy Barry, formerly of Chappell and there, as general professional manager. Firm is working on "Hot Toddy", "Mother Nature and Her Time", "I Laughed Until I Cried", "Milk and Honey", "The Sunshine". Reg Connolly is associated with Aberbach, Ltd., in addition to his other publishing firms in England.

Chicago

Mercury's singing group, the Revans, are current at the Chicago Theater. Their latest release is "She's Got to Go" and "Come a Little Bit Closer"... Future line-ups at the Chicago include Dorothy Lamour, one week, May 15; Vic Damone, early June, and

Billy Eckstine, also in June... Eckstine is replacing M. G. F. Frye as librarian at WIND. Miss Frye is moving to WCFL as

Ralph Marterie in town for a short stay... Bobby Vee, who is making his Mercury debut with "Love Me, Love Me", is due in town on a deejay tour... Rusty Draper, Mercury, is due in at the Black Orchid for four weeks starting July... Al Chumman, Chicago branch manager, and Leroy Green, promotion man, are on a deejay tour thru Northern Indiana promoting the Four Aces' waxing of "Honey in the Horn" and "Organ Grinder's Swing"... Les Baxter, Capitol, in town last week on a deejay tour plugging "Ruby".

Roy Anthony in town Tuesday (12) on a one-nighter at Flynn's Ballroom. This date starts a two-week tour of one nighters in the Midwest. He plays From Ballroom in Minneapolis on May 20. Duke Ellington, Capitol, starts a Midwest tour May 12 in Nebraska and his Illinois, Iowa, Missouri and Indiana... Standley and Horace Hill in Central Illinois on a one-nighter... The group's recording in the Book is fast approaching... See New Human's 12th Street Rag's Capitol.

Hollywood

Janny Barrett, new Vogue singer, has left for a tour of 12 Eastern cities... The Ambassador Hotel's... Decca now features continuous dancing to the music of two orchestras—Benny Strong and rumbas rhythms of Alfredo Garmon... Ciro's has inaugurated a new entertainment policy with addition of Bill Norvis and the Upstarts, who vocalize with... Capitol Records... (8) recorded four sides for Capitol Records... Two instrumentalists with Standley's ork. Moly Be waxed another s&c, and... O'Connell the... Academy Award-winning Mel Washington and Lester Lee will write special music for Betty Grable, who stars in her first lounset picture to Columbia Pictures from 20th Century-Fox.

Dimitri Tiomkin planned Friday (9) for Mexico City to tape-record Mexican folk music for adaptation into the score of "Blowing Wild". United Pictures production for Warner Bros... Comedienne Rose Marie has been set to head-tour in two weeks at the Flamingo, Las Vegas, starting June 11... Ben Jolson has had his song recorded by Capitol Records featuring vocalists... Tune... "You Are All My Dreams Come True" features six voices with vocal arrangements by Nelson Riddle... Kathryn Grayson has been asked by the State Department to make a concert tour of... Italia late this year... It would be her second such tour... Jack Pavek takes over at the... Grove May 20 when the headliner will be Jimmy McHugh and company. Other dates include... Laine, starting June 3; Peter Lind Hayes and Jack Healy, with the Ted Flo Rito ork, June 4; Pete Petchuk, June 15 to August 4... Libbey's latest recording... Never Forgive Myself" will be released this week... Song by B. McEvey, R. Gould and M. Martin, is backed with "I'm Loved".

Philadelphia

Mel Gray left his local publicity chores for the West Coast tour in advance for Eddie De France, including advance for a tour in Europe... Dave Brubeck closing at the Blue Note, leaves with his family for Stockton, Calif., where he'll study composition, with Darius Milhaud... "Jockey Henderson's 'Big Swing Train'" WHAT platter show at midnight, will soon originate from Pop's Musical Bar... Jock Bonaduce resigned from the RCA Victor Red Seal division to join the public relations department of the Philadelphia Zoo... Mike Angelina succeeds Johnny Antone as the music manager for the Shaville in Camden on the Jersey side... Joe Baccand winds up his dancing season at the Garden Terrace of the Benjamin Franklin Hotel, where he started on Thanksgiving Day... Local 77, AFM, reducing its new fall price just for the benefit of contractors lining up dates now for next season.

Denver Concerts To Begin July

DENVER, May 9.—The "1953 Concert under the Stars" in Denver's giant Red Rock outdoor theater begins this summer. The First Piano Quartet appearing on July 7, and the Chamber Music Center, reported this week that advance sales have already exceeded the goal good for the season tickets.

Following the First Piano Quartet, the Denver Symphony Orchestra sent a concert, with George conducting the symphony and Libbey, as soloist. On a deejay tour, a night later, Jan Pierce and Robert Peters give their concert, followed by Yma Samac, who returns for her second appearance in the Rocky Mountain City. The summer season will end on August 9 with the appearance of the Mia Slavenska-Frederic Franklin Ballet company with Alexandra Danilova as guest artist.

Shearing Quint on Caribbean Tour

NEW YORK, May 8.—The "Shearing Quint" will begin to plan this week for a personal appearance tour of the Caribbean Sea. The group, which has been booked into the Central and South American tour, will leave for the group opened in Kingston, Jamaica, Thursday (9), for a week's tour of the islands. They play dates in Panama, then fly to Maracaibo, Venezuela, where they will play two days, and to Cuzco for May 17 and 18. The group will also play in Lima, three days in Trinidad and British Guiana.

The group opened in Kingston, Jamaica, Thursday (9), for a week's tour of the islands. They play dates in Panama, then fly to Maracaibo, Venezuela, where they will play two days, and to Cuzco for May 17 and 18. The group will also play in Lima, three days in Trinidad and British Guiana.

DAV Getting Out-In On Austin's Close

HOLLYWOOD, May 8.—Profits earned from sheet music and record sales of the group's latest tune, "How Close Can You Get", will go to aid the work of the Disabled American Veterans for its annual Christmas fund. The group, which is singer Ben London, backed by Lloyd Shaffer ork on the Crystalline label, London just completed a tour of 23 California cities thumping tune, and leaves for a nine-week joint for same purpose.

Decca Pacts New Hillbilly Thrush

NEW YORK, May 8.—Paul Cohen, Decca's hillbilly producer, following up on his successful introduction of two ontune songstresses, Kitty Wells and Goldie Hill, has pacted another t'ush who is due to hit the market soon with her first waxing for the label. She's Margie Collie, former wife of Floyd Timman. Cohen has also signed the Cajun fiddler, Doc Guidry.

Rogers' Royalties Go To Negro College Fund

CHICAGO, May 8.—Timmie Rogers, singer-musician-comic, who recently signed with Capitol Records, announced he would turn over all royalties from his first release, "I'm a National College Fund for Negro Education. His first release was "Saturday Night" backed with "If I Were You Baby, I'd Love Me" Rogers penned both and published "Saturday Night." Foremost Music published the other tune.

son... Eddie Kiboury and Ronnie Bonner have placed their "Soft Soapin'" and "A Date With the Sun" songs with Mutual Music, Inc. De La Grange, ill, and the Hart-Van Dyke group have also assigned their new recordings to the National College Fund for Negro Education. His first release was "Saturday Night" backed with "If I Were You Baby, I'd Love Me" Rogers penned both and published "Saturday Night." Foremost Music published the other tune.

Cincinnati
Mel Torma opens May 18 for two weeks at the Eckstein's Jaguar Room, Indianapolis, booked by Vasa Chuback, Chicago, for the service... Dick Flore, Buckeye Publishing Company's singer, is preparing for his first waxing on new Cajun ditty, "Fais Do Do" (Fay Doudy Doudy), waxed by Pinky Vidacore on the Pelican label.

MUSIC OPERATORS

STAR HAS A PRINTED TITLE STRIP SERVICE

to fit every Operator's needs

1. Automatic weekly shipments for the best Post released by the major labels.
2. Billboard's Best Buys, automatic shipments every week.
3. Open account, order strips for any record in just the quantities you need.
4. Star's selections, automatic weekly shipments for record climbing fast in popularity.

Writes for complex, rates and literature.
STAR TITLE STRIP CO., INC.

2001 Fifth Avenue Pittsburgh 19, Pa.
Serving Operators Since 1944

55th ANNIVERSARY
THE MUSIC MACHINE INDUSTRY
1898-1953
It's the Juke Box Operator's BUSINESS GUIDE
It's the Juke Box Operator's PROGRAMMING MANUAL
It's the Juke Box Operator's PROFIT IDEA LOG
It's The Billboard's Big, Valuable 65th Juke Box Anniversary Number
and it's OUT NEXT WEEK in the May 23 issue includes RECORD REPRODUCER
MORE than a dozen special features and directories that all operators will use now and in the months to come—help them to new locations... serve present locations better... save money thru greater operating efficiency... make more juke box profit! Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number—out May 19!

The Juke Box News
Leading Juke Box News
May 23 Issue
65th Juke Box Anniversary Number
Use the Convenient MONEY-SAVING Subscription Coupon TODAY!
The Billboard 792
2160 Patterson St.
Cincinnati 22, Ohio
Enter my subscription to The Billboard for the next full year (12 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed in advance of \$1 or single copy price). Foreign rate, \$20.
Name _____
Occupation _____
Address _____
City _____ Zone _____ State _____

RD NEAR GOT PARK; 90,000 PAY \$5,500,000

All-Time Record Matinee Crowds
Boost Take With 1 Sat. Grossing 81G

● Continued from page 1

curs, the show's take may be increased by \$5,000 or more.

Capacity increased by the band, which was recently moved to the arena floor, increased the Garden circus capacity from about 14,000 to close to 15,000. The extra seats were needed by many afternoon shows with the matinee business exceeding all previous records.

Boat Service To Funspots Begins Soon

NEW YORK, May 9.—The new boat line, which will offer regular and charter service to near-by amusement parks, will cast off from moorings at Indian Point Park, Peekskill, N. Y. The fun-spot also is served by the line with regular service, in addition to charters.

Playland Park, Rye, N. Y., will be served by the Meneck Line, which begins operations on Dec. 29 (4). The Hudson River Day Line, which inaugurates service next Sunday (16), will operate a charter running about 27 per cent ahead of last year, with nearly all of the line slated for Indian Point Park, Peekskill, N. Y. The fun-spot also is served by the line with regular service, in addition to charters.

Playland Park, Rye, N. Y., will be served by the Meneck Line, which begins operations on Dec. 29 (4). The Hudson River Day Line, which inaugurates service next Sunday (16), will operate a charter running about 27 per cent ahead of last year, with nearly all of the line slated for Indian Point Park, Peekskill, N. Y. The fun-spot also is served by the line with regular service, in addition to charters.

Other Boat Lines
The Kensburgh Beach Steamboat Company starts its daily line to Kensburgh Beach, N. J., on Decoration Day, and the Wilson Line, which begins its season May 23, will again run its daily trips to Rockaway Beach, as well as charters to Rye's Playland.

The Wilson Line will also inaugurate service to the city-owned Pleasure Beach, Bridgeport, Conn., the first time that such service has originated in New York for over 20 years. A lack of docking facilities prevented excursion boats from landing at the Connecticut fun-spot in the past few years, but a newly constructed pier will be ready for the up-coming season.

Moves to Stage World's Fair in San Fran

SAN FRANCISCO, May 9.—A suggestion to move the world's fair here in 1956 in celebration of the 50th anniversary of the founding of San Francisco after the 1906 fire and earthquake was made this week by George Christopher, supervising architect calling for a citizen's committee to arrange the fair in 1956 and to be presented to the board of supervisors.

Todd to Present 'Night in Venice'

NEW YORK, May 8.—Michael Todd will unveil a new version of "Night in Venice" June 23, at the Marine Stadium, Jones Beach, L. I., where he presented the original last season.

The outdoor spectacle, which is staged on an island stage separated from the audience by a moat, has been revamped to provide for additional sight acts. Fireworks, employed during a festive scene, will be provided by International Fireworks Company.

None of the night shows were sold-out, although several were in the edge. Generally, the night business, when compared to matinee shows, has been about the same, with the average set around the three-quarter mark.

The week-ends and Saturdays in particular, gave the attendance and gross figures their biggest lifts. The dollar handle on Saturday was reported in excess of \$81,000, a new one-day mark. The Garden audiences pretty much match the turn-outs under the stars, when adults outnumber the children, except on special promotional dates. While the moppets were actually the majority at Garden matinees, there was also a sizable percentage of adults attending all afternoon showings.

For the Classes
Percentage-wise, only a few of the moppets living in the metropolitan area ever get to see the "Big One" at the Garden. The high price scale apparently invites only those persons with a higher than average income to come. As such, the show in its New York appearance continues to be catered for the classes rather than the masses.

Circus executives should be sure by now that television hasn't af-

fected their business, except in that it might well be responsible for the building up of the matinee crowds at the expense of the night shows. The medium has certainly been helpful as a publicity outlet and this year, for the first time since the show began to come into its own, the Big Show allowed several of its star performers to appear in guest roles.

Certainly much of the success could be traced to the selling efforts of Roland Butler, publicity director, and his staff. The public was confronted on all sides by printed and pictured stories of the Big Show. The coverage by national magazines, perhaps the greatest ever, will pay off all season as the Big One gets into the hinterlands.

With so fine a start and a well-studied program that includes Canada and by-passes much of the industrial East already laid out, the Circus Management has every reason to expect a winning season from here on.

Unconfirmed reports this week said that circus executives were referring on the possibility of extending next year's New York run to 45 days (and possibly more). If adopted this would set a new mark, surpassing the 41-day runs in 1943 and 1944.

Freeman Exhibits For Indians Point Park, De Leon Springs

MIAMI, May 9.—Alton V. Freeman, of the Miami Rare Bird Club, announced this week that he would open two new attractions this season, a Jungland exhibit at Point De Leon Springs, Fla., some time in June. Freeman has been operating his Jungland exhibit he opened at Myrtle Beach, S. C. Zoo last year.

Freeman's exhibit at the Miami farm, his new projects will feature mostly colorful birds and tame wild animals, many of them untagged. While the Miami farm is a highly landscaped tropical garden, the Peekskill exhibit will be similar to his display at Myrtle Beach, which includes 100 acres with natural rock and featuring such stock as flamingoes, meacows, cockatoos, swans, low-

phensants, deer, bear, alligators, antelope, chimps, a monkey island and other types of animals.

The De Leon Springs project, under construction for a month at a cost of nearly \$5,000, is owned by Hayden Davis and is located on a 100-acre tract of land. Wildlife to be supplied by Freeman will be similar to the

one at Myrtle Beach, S. C. (Continued on page 39)

Toed Links Ted Lewis For Resqui

TOLEDO, May 9.—Ted Lewis will be featured in the first three performances of the 12-day Ohio sesquicentennial show to be staged in the amphitheater of the Toledo Zoological Park in June, Charles Lewis, producer, announced this week.

Lewis, a native of Circleville, O., is to bring the entire cast of his show to Toledo for the week. Efforts are being made to obtain other Ohio-born entertainment stars for appearance during the run of the show, which will have a cast of 300 professional and amateur performers.

Auditions for the week will have the historical portion of the out-

(Continued on page 39)

Parks May Take Part in Mrs. Am.

NEW YORK, May 8.—Participation in the Mrs. American Contest of 1953 was offered to amusement parks and beaches this week by Abe Feinberg, local booker. Direct mail offering the opportunity of participation in the first stages of his campaign for the co-operation of local contests to park, theater and ball-room operators.

Feinberg is handing the offering to the co-operation of Bert Nevins, trademark owner of the Mrs. American contest.

Parks Fight to End Tax Just Begun--Batt

NEW ORLEANS, May 8.—"Despite reports to the contrary, the fight by amusement parks to bring about the repeal of the federal amusement tax has begun," Harry R. Batt, chairman of the legislative committee of the National Association of Amusement Parks, Pools and Beaches, declared here this week. "Any battle worth winning is worth fighting for," Batt said. "Battles are not won on the day begun. They are fought. They are the result of hard, long-range planning, sound and just reasoning and pitching in and fighting with every legitimate weapon we command on the part of everyone concerned."

"The NAAPPB will need the

WOULD LIFT TAX

House Hears Bills to Exempt Benefit Events

WASHINGTON, May 9.—A bill to grant excise tax relief to circuses, carnivals, rodeos and exhibition games if the proceeds are earmarked for relief of the needy or charitable organizations has been introduced by Rep. Patrick J. Hillings (R., Cal.). Under present law, tickets to these outdoor benefit events are not exempt from the 20 per cent federal excise tax if performers are paid for participation.

Introduction of the bill followed by one day a three-way conference here between George H. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, Rep. Daniel Reed (R., N. Y.), chairman of the House Ways and Means Committee, which considers all tax measures, and Gordon Grand, chief clerk of the committee. Hamid sought tax relief for outdoor interests, after the committee had completed a one-day hearing on bill to end the tax on motion picture admissions.

The Hillings Bill is concerned only with performances for charitable, educational and religious groups and "would not bring tax relief to the amusement industry in general."

BIG WORRY

Solution To Bad Weather Priced High

NEW YORK, May 9.—The subject of weather—the prediction of rain for coming days and news this week. Western Union announced a new service, that of predicting weather for 30 months in advance, for fees ranging from \$20 to \$120.

Earlier news service carried stories on the negotiations being conducted between Dr. Wallace Howell, Boston rain-maker and George A. Hamid, booker and operator of outdoor attractions. It seems that Dr. Howell can at times, and under favorable conditions, make his precipitation come in reverse, that is, prevent rain.

Hamid, along with many other outdoor bookers, would naturally be interested in preventing lightning rain on certain occasions. Preliminary correspondence had indicated that efforts in this respect, covering the New York area only, would run between \$75,000 and \$100,000 for the season. At those figures, outdoor operators are likely to go on gambling with the elements.

help of everyone of our officers, board of directors, legislative committee, and the rank and file of our membership if we are to realize victory in this tremendous tax fight that confronts us," Batt continued.

It will be necessary that we bring to bear all the influence we possess, both with members of Congress and others who may be persuaded to the Justice of our course. At the beginning of the year it was my conviction that this was no easy task and no early tax relief could be expected. This statement was made after I received advice from some persons close to the Washington office. However, recently I have been in receipt of personal assurances from members of Congress, who are highly conversant with that matter, that our interests will receive prompt attention and consideration at the proper time.

I therefore urge the entire outdoor amusement industry not to accept the conclusion that the battle of the tax is over. The fight has just begun. I entreat our members to read and review carefully the contents of information relative to the problem of the amusement industry. The Billboard, and to digest and follow all information contained in the above statement. I am a member of the NAAPPB. By doing so, and by arousing all those that might help us in our common fight, we will result in a glorious victory for our industry."

Jersey Judge Says Bingo Is Illegal

TRENTON, N. J., May 9.—Bingo is illegal and a violation of the gambling laws of the State, the New Jersey grand jury here Monday (4). The emergency committee has been not allowed to continue, and those who insist on operating games of this nature are "indicted without fear or favor." Republican leaders, meanwhile, are scheduled to meet on plans for legalizing bingo and various forms of gambling by religious, fraternal and charitable organizations through the State. They plan to back a bill calling for a referendum on bingo and already introduced in the State Senate by Sen. Malcolm S. Forbes.

From the River, a new county grand jury was sworn in and one of its first acts was to approve bingo as conducted by charitable organizations. The jury said the present law outlawing bingo is "unfair, unjust and inequitable," and is unfair to bona fide charitable and religious organizations. County (Continued on page 39)

Revive, Expand N. J. Farm Show

ATLANTIC CITY, May 9.—Revival of the New Jersey Farm Show and its expansion into the New Jersey Mid-Atlantic Fair Show was announced by W. H. Henson, State secretary of agriculture. The fair, which is a farm show, board, with plans called for its inauguration on December 4-6 in Convention Hall here.

Under a fixture of Farmers' Week in Trenton, N. J., prior to outbreak of World War II, its revival in posterity was made feasible because of limited facilities in the city. The fair, which is a farm show, board, with plans called for its inauguration on December 4-6 in Convention Hall here.

Major features will be a State (Continued on page 39)

NASCAR Building Track in Raleigh

DAYTONA BEACH, Fla., May 9.—Bill France, NASCAR president, who recently signed a contract to build a new stock car track at the Greensboro (N. C.) Fairgrounds, is expected to build a new quarter-mile track at the Raleigh (N. C.) Speedway, where he has scheduled a 300-mile event for Decoration Day (30).

France, who maintains offices for his Bill France Enterprises, Inc. here and at Greensboro, also operates racing events at Occochee, S. C. and at Hillsboro, N. C.; Charlotte Speedway, Charlotte, N. C.; and at Winston-Salem, N. C., and at Detroit.

you have our 1953 80-page catalogue which you need for these stands. For top quality business, line up with Gold Medal this year.

truck caused late arrival at Conellsville, with last truck arriving after 4 p.m. Heavy showers ended in the afternoon, and the night house here was half filled. At

Nashville Readies Aud For Year-Round Use

NASHVILLE, May 9.—Tennessee State Fair this year will spend between \$40,000 and \$70,000 on its Coliseum in order to prepare the building for year-round use for various attractions, L. R. Griffin, fair manager, announced.

Major project in the refurbishing program is the installation of a complete gas heating system. A parking lot with a capacity of 1,000 cars will be established adjacent to the building.

The hall, which heretofore was used during the summer months only, will be ready for rodeo, wrestling, boxing, basketball and other capacity and variety shows. Arena space is 118 by 290 feet with 4,075 permanent seats. An additional 3,000 seats can be spotted in the arena for boxing, wrestling or theatrical productions. The fair is sponsoring a rodeo in the building May 30-31.

Fair-wise, the attraction program is completed, Griffin said. Calvacade of Amusements will again provide the midway and the Ernie Young Agency, Chicago, the night grandstand. The National Speedway, Inc. (Al Sweeney-Gaylord White) will have two days of car races, and the Tennessee State Fair will have a night of Thrilla will come in for two thrill show dates. In addition, program of professional racing is scheduled. Harness racing has been dropped from this year's program but the fair manager says show will continue each evening in the Coliseum. Nightly fireworks will be presented.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Minneapolis Preps New Grounds For '53 Event

NEW YORK, May 9.—Preparations for the Minnesota Fair and Industrial Exposition, to be held at the new grounds near Highway 10-18, are under way, with announcement this week by J. A. Valentine, fair president, that more than 1,000 feet of 10-foot steel fencing had been received. Some six acres of the grounds have been resurfaced.

The changes will not only provide parking space for traffic snarls at fair time, but will also provide room for additional areas during the racing season. Valentine is vice-president of Roosevelt Veterinary.

Phil Jansen and Ladner Treblich, co-owners of the I. T. Show, which will play the fair, recently

closed the grounds have been resurfaced.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

Los Banos Pete Ends Okay Run; Midway \$ Dip

LOS BANOS, Calif., May 8.—The 1953 Los Banos Pete Festival and Merced County Spring Fair and Livestock Show closed a highly successful five-day run here Sunday (3), according to Art Craner, manager.

Craner reported the commercial Queen Contest grossed more than \$15,000. He added that other events ran even or better than last season. The Coronation Banquet was declared, grossed over \$10,000 with Freddy Martin and his orchestra as a feature. Indianapolis was also a success, ran under \$10,000. Total concessionary income for the five days was \$150,000.

Heat Blamed

Hot weather was given as the reason for Christensen Bros' Rodeo dipping slightly and last year. Crafts Exposition Shows, featured on Fiesta Lane, also showed a slight loss but with a larger show.

Weather at the start of the event was overcast with a light rain on the opening day. The finish was in mid-summer heat. Total attendance, also estimated, was on a par with the past two seasons and set at 85,000. The fair will be located in a new building area, between the new big and dairy cattle barns.

Stage features included Jack Reese, emcee; Larry (Bozo the Clown) Vail; Archer and Glen, song stylists; and the Chowchilla and Los Banos high school bands.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

JACKSON, MISS., SETS 275G B DGS.

Will Add New Livestock Pavilion, Hog, Sheep Barns, Poultry Hall

JACKSON, Miss., May 9.—Mississippi A & L State Fair has gone all-out in its building program this year and will spend an estimated \$275,000 on a new livestock area, hog and sheep barns, and a poultry hall, J. M. Dean, secretary, announced.

Construction work on the new buildings has already been started, and blacktopping of the fair's midway was completed this spring with the total output being \$30,000.

Dean said that in view of the expanded housing for livestock, the fair had added a number of new classes to its livestock department. In addition, the fair has scheduled a number of non-

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains 60 cents, 30 cents.

Success of the 50-cent tab

W.G. WADE SHOWS

Mickey Perceh, Gen. Mgr.
909 MAIN ST., WILLIAMSPORT, PA.

GIVE TO DAMON RUNYON CANCER FUND

City State

for free details today to
UTILITY DURAWEAR CO.
53 West Jackson Blvd. Dept. EE-3
Chicago 4, Illinois

Wico In-Line Kit Set

CHICAGO, May 9.—The Wico Corporation this week started deliveries of its service kit for in-line scoring games.

The kit lists for \$4.95 and includes lifters, springs, spacer, point file, pigtail wire, bakelite tubing and switches.

MFERS., DISTRIBS

Gov't Plans Aid For Small Firms

WASHINGTON, May 9.—Manufacturers and distributors of games, kiddie rides, jukes and vendors are among the small business groups which the administration is preparing to help in expanding and obtaining defense contracts. In a letter to small businessmen throughout the nation, W. Byrdine, assistant administrator of the Small Defense Plants Administration, said that a number of programs had been worked out by SDPA to assure small businesses of an opportunity to "share in the tax amortization benefits of the industrial expansion program and to receive consideration for financial assistance." The program will also assist small concerns in obtaining a "fair share" of government defense contracts.

A new formula for identifying small businesses eligible for this assistance is being readied, By-

rdine reported. Wholesalers, distributors and jobbers considered "small" by SDPA are those concerns which are independently owned and operated and whose total volume of net sales during the latest 12-month period does not exceed \$1,000,000. A wholesaler also engaged in manufacturing will not be considered a small business. (Continued on page 87)

FOR KIDDIE RIDES

NAAPPB Plans Special Coin Area

CHICAGO, May 9.—The trade show of the National Association of Amusement Parks, Pools and Beaches here in November will have a new addition to its exhibit space—a special section for coin-operated rides.

Paul Huedepohl, secretary of NAAPPB, said this week that while the space was not strictly reserved, an effort would be made to locate all coin rides in the area.

The extra space is being made

Mittleman Buys Out Partners In Mars Mfg.

LINDEN, N. J., May 9.—Sid Mittleman, of the Mars Manufacturing Company here, announced this week that he had bought out his erstwhile partners, Dave Braun and Dave Stern, and now has full control of the Kiddie Ride firm.

(Continued on page 87)

KIDDIE RIDES, JUKES

Boston Reps Display At Location Show

BOSTON, May 9.—Four Hub distributors exhibited music machines and kiddie rides at the 28th annual New England Hotel and Restaurant Show at Hotel Statler, April 29-May 1. Attending were over 3,000 hotel, industrial, summer camp, cafe and institutional buyers.

Timmet Automatic Sales Corporation presented for the first time the new Seeburg 100K4H line, and Dave Riskin, managing the exhibit, reported high interest in the 200 Library Unit and the 200 console, both of which were on display, along with the Seeburg Select-o-Matic 100.

J. J. Colombo had an exhibit, Sea Skate kiddie ride, on display and reported much interest on the part of summer resort operators, camps and hotels, clubs and restaurants. Also on exhibit was the new Rock-Ola music machine.

Redd Distributing Company, operating the Retail Coin-O-Matic Company, had Bally's horse, The Champion, on exhibit, and Tom Byrne, managing the

display, said New England hotel and restaurant operators in the summer resort areas were evidencing heavy interest. He said many ice cream stand operators, with large areas, were interested in installing kiddie rides.

Redd also showed the new AMI 80-selection wall box, which, too, attracted interest, along with the new AMI music machine.

Harry Poole, of Poole Distributors, Inc., showed the new Wur-litzer music machine and a kiddie ride.



Designed by
World Famous Manufacturer of
Amusement Rides
Sensational new coin-operated
Kiddie Ride for Dime Store and
Super Market locations. Train
uses three all of the motions of a
real locomotive. Foot accelerator
operates variable speed control.
Device has seven flashing lights
and realistic bell. Terms: Per-
manent investment for established
operators. Write today for com-
plete information.
KING AMUSEMENT CO.
Mr. Clemens, Mich.

Write • Wire • Phone

GET THE FACTS ON OUR SENSATIONAL NEW RIDE!

Entirely New! Different!

Distributors—Territories
Available

ALERT

MANUFACTURING CORP.

227 Wood St.
Philadelphia 6, Pa.
Tel.: LOmbard 3-0694

MUSIC TO YOUR EARS

the High Note of kiddie rides is METEOR!



The CLANG of \$50 in your cash box is a richer tone than the tinkle of \$15 — so why settle for less?

Operators report from all over the country that they triple their earnings when replacing METEOR rides on locations!

Meteor Rides' all-steel construction assures they are SAFE — RUGGED — LASTING!

No straps to keep kids from falling off or out.

YOU ALWAYS DO BETTER WITH METEOR!
METEOR ROCKET—METEOR PT-BEAT—METEOR PONY BOY

Finance Plan Available

DISTRIBUTORS! OPERATORS!

Write, Wire or Phone

METEOR MACHINE CORP.

319 Hindola Street • Brooklyn 7, N. Y. • Phone: NY 6-1026 • 3-2736

METEOR FLYING SAUCER
Is the proven outstanding ride—
head over heels above any on the
market! Its imaginative design and
thrilling 3-way ride movement
places it far ahead of the field. This
is the big kiddie ride money market—
locations demand it!

SPECIFICATIONS:

Top 14 roundabout—easily portable in
two sections. Overall length 52"—
Width 49"—Height 38"—Weight
approx. 275 lbs. Heavy Duty 1/2
H.P. Motor. Five-Ton Industrial-
Grade Paint. 110V AC Current. 100
National Rejection.

available thru remodeling of the
Hotel Sherman. Older adjacent
space will be devoted to the
trade show's usual exhibits of
amusement rides, concession
equipment and other supplies for
operated rides.

(Continued on page 87)

Meteor Names 10 U. S., 1 Canadian Distributor

NEW YORK, May 9.—In a bid for complete national and Canadian distribution for its four Kiddie Rides—the Rocket, Flying Saucer, PT-Boat and Pony Boy—Meteor Machine Corporation this week announced that 10 new American and one Canadian distributor have been appointed to bring the total to 39.

J. B. Monier and Carl Piel-sicker, partners in Canadian Meteor Amusements, Ltd., Toronto, will handle sales in all Provinces. The firm has ordered 200 rides as its initial shipment.

Al Blendow, Meteor sales manager, said these American firms have been appointed distributors: Ideal Novelty, St. Louis, Missouri; King-Pin Equipment, Kalamazoo, Mich.; Michigan; Gardner-Lose Company, Inc., Louisville, Kentucky; Superior Sales, Des Moines, Iowa; William Kelley, Springfield, Mass.; New England; Vernon L. Spalinger, Seattle, Washington;



(PAT. PEND.)

Attention Distributors

Chica territories still open.
Fast service and delivery.
Free literature—National of backing.
Many operators inquiries ready to
proceed direct to you.

NYLCO
Write today for literature and prices.

NYLCO PRODUCTS, INC.
540 Main Street, Clinton, Massachusetts

FOR PROVEN QUALITY RIDES

EXHIBIT SUPPLY'S

• Roy Rogers Trigger • Sea Skate • Row-
dies • Barn Cows • Space Patrol • Pats the
Robbie • Big Bronco • Rudolph the Red-
Nosed Reindeer • El Toro the Bull • Tardy
the Bull • Space Gun.

EXHIBIT SUPPLY, 4218-30 W. Lake St.
Est. 1901 Chicago 24, Ill.

INSURANCE LIABILITY & FIRE

For the Amusement
& Entertainment Field

BROADWAY BROKERS CORP.

130 Broadway, New York 38
REctor 2-2195

More Profits TO YOU the Rocket

The Only Ride where
The Child is the Pilot

3 side movements, 3 control
levers. Air Operated, Safety, low
maintenance. Fly-A-Mold body,
break-proof.

WARRIOR

The Finest Kiddie Horse Ride
Built by Amusement Ride
Manufacturers . . .

- Aluminum Horse
- Weather-Proof

Only **\$595.00**

terms available
MIDWEST ENTERPRISES
Box 264
Evanston, Ill.

SACRIFICE SALE! PRICES SLASHED!

SATISFACTION
GUARANTEED **100%**

Miss America Boat Rides
Midgort Racer Automobiles

Send for KIDDIE RIDE
FOLDER AND PRICE LIST

REDD DISTRIBUTING COMPANY, INC.

202 LINCOLN STREET
ALBANY, MASS., AL. 4-4040

WANTED—ALREADY CHAMPION HORSE
See big ad on page 91

when answering ads . . .
! SAY YOU SAW IT IN THE BILLBOARD!

National

KIDDIE RIDES PRESENTS
THE MOST COMPLETE LINE IN THE COUNTRY!



Introducing the most sensational attraction ever
offered in any location . . . National's New . . . New

KIDDIE KAROUSEL

SPECIFICATIONS:
49" x 53"
HEIGHT, 7'



CASH IN THIS SUMMER WITH NATIONAL'S
KIDDIE KAROUSEL AND THE GREATEST, MOST
COMPLETE KIDDIE RIDE LINE IN THE WORLD!

You don't dare miss the fabulous profits offered by our Kiddie Karousel. It's built like the "Rock of Gibraltar," yet gives the most gentle, child-thrilling ride ever devised. The carousel has always been the kiddies' favorite—and we have it—with MUSIC . . . with COLOR . . . with LIGHTS . . . with fibre glass horses that ride up and down just like on the big ones. HORSES ARE INTERCHANGEABLE WITH ALL OTHER NATIONAL KIDDIE RIDES BODIES. Our Kiddie Karousel rides one or two children for a dime—occupies a minimum of floor space and will make more money—FASTER—per square inch than any merchandise counter.

DISTRIBUTORS!

Here's your chance to latch on
to the hottest line in the
country. Write stating territory
desired.

National KIDDIE RIDES, INC.

Factory Sales Office for B&R and Lee Products
580 10th Avenue • New York 36, N. Y. • Phone: BRyant 9-5787

Oregon Music Ops Plan to Celebrate 65th Anniversary

Dime Play Sentiment Growing,
One Route Ups Gross 32 Per Cent

PORTLAND, Ore., May 9.—The Oregon Music Association, meeting at the Multnomah Hotel here Wednesday (6) night, laid the groundwork for a State-wide promotion of the 65th Anniversary of the Juke Box Industry. Members also voted to resume participation in the program of the Music Operators of America.

Details of the juke box anniversary campaign will be drafted by the association's State board at a meeting called by President Budie Wright for Tuesday (12). The campaign will follow suggestions outlined in The Billboard. Each operator is to be supplied with literature, prepared by The Billboard, stressing ways for the

development of local publicity campaigns. Members also will receive AMI stickers publicizing the anniversary.

Rajolas MOA
The association, reactivated after a lapse of several months, voted a \$100 membership fee in the MOA after the members read the bill in Congress. The latter would have taxed operators on a basis of record play. The discussion also opened consideration of the new threat in Congress reposing in the Dirksen Bill. The seriousness of the situation brought unanimous support

(Continued on page 73)

DISK JOCKEY NETWORK

DJ's Cross Country Promote Anniversary

CHICAGO, May 9.—Station managers, disk jockeys, and program directors from all parts of the country are joining the celebration of the 65th Anniversary of the Juke Box Industry by airing special programs, interviews, and juke box record hits.

Towns from Opp, Ala., to Moncton, N. B., and from Pasadena, Calif., to Hamilton, Ont., have been heard from. All types of programs are ready. Pop music, country, and western rhythm and blues, and straight interviews are being based on the history of the juke box.

Following is a list of programs by cities, and what the deejays intend to do:

COLUMBIA, S. C.—Jack Cook's "Melody Madhouse," which is aired from 8:00 till 9:10 a.m., will program the All-Time Juke Box Favorites. The show goes on

May 28, over WNOX. Handy Andy's "Fidelity House Party" will feature the top country and western All-Time Juke Box favorites on May 27, over WNOX.

ATLANTA—The "Bill Lowery Show" over WGST from 8:45-9 p.m. featured pop juke hits. The "Uncle Ben Brown Show" on WGST will feature top country and western juke favorites on 15-minute show for the entire week of May 18. The same show will feature an interview with a local juke box operator on May 16.

ATLANTIC CITY—Al Owen spotlights top pop favorites on juke boxes on his "Al Owen's Music Room" show aired over WMID from 4:35 till 4:30 p.m. May 25.

OAK HILL, W. Va.—Chuck Balding spotlighted the 65th Anniversary of the Juke Box Industry by playing juke hits on three shows over WOAY. They were "Juke Box Review," a two-hour show, 3 p.m., May 8 and May 8, and "Alarm Clock Club," 8 a.m., May 8.

FRONT ROYAL, Va.—Tom Gibson featured top juke box hits on his "Tom Gibson Show" over WFTB from 6:30 to 8 a.m. May 8.

HAMILTON, Ont.—R. Paul Fitzsimons, of radio station CKOC, is backing the 65th Anniversary to the hilt in his area. A special show was inspired by the booklet sent out by The Billboard. The new show is titled "Eleven-Fifty Spotlight" and will feature top juke hits. The following shows are participating in the

(Continued on page 73)

Jersey Guild Hails 65th Juke Campaign

NEWARK, N. J., May 9.—Dick Steinberg, executive director of the Music Guild of New Jersey, lauds plans for the celebration of National Juke Box Week.

"Public relations-wise, the anniversary promotion is constructive step that can focus public attention on our industry, promoting it in the limelight," he said. "It's a terrific idea."

Steinberg also is editor of the Music Guild, a weekly bulletin issued to members of the industry. The latest issue praised the anniversary promotion program, stating, "There is a need for more of this type of effort to be conceived and planned. The segment of the industry can make its contribution, in its own way, that would increase its impact on the public."

The bulletin further stated, "There is unfounded, but still lingering, criticism of the industry. There is a myth of big profits that must be refuted and there still are restrictive local laws and taxes to be curbed. There are many ways to advance the sale of selective entertainment with merchandising and relation techniques."

SEEBURG GROUP ORDERS 75,000 65th BOOKLETS

CHICAGO, May 9.—J. P. Seeburg Corporation distributors will shortly receive in the hand 75,000 copies of the History of the Music Machine industry prepared and published by The Billboard in commemoration of the 65th Anniversary of the juke box business.

Vice-President C. T. McKelvey, and director of sales for Seeburg, said the booklets would be made available to the company's customers thru distributors. Operators in turn can use the material as part of the national public relations drive the week of May 24. (Editor's Note: Single copies of the booklet can be obtained by mailing in the coupon found in the Music Machines Section.)

SOLID AIR TIME

Chicago DJ's Promote 65th Anniversary

CHICAGO, May 9.—Chicago disk jockeys have literally gone "all out" for publicizing the 65th Anniversary of the Juke Box Industry. TV shows originating in Chicago are also giving generous time to plugging the celebration of the anniversary.

Several of the Chicago operators and association heads will appear on radio shows and in the pages of the industry's progress of the industry and the benefits of "music you want, when you want it."

Radio shows and jockeys attending participation follow: "Record Show," 10 to 11 a.m. the week of May 24, Jay Trompeter. Chicago's "Top Tunes," 8 to 9 a.m. the entire week, Jay Trompeter. "Bright and Breezy," 9:05 to 9:20 a.m. the entire week, Kyle Kimbrough and Betty Bryan. A live show, "11:15 to 1:30," 11:15 to 1:30 p.m. the entire week, Kyle Kimbrough and Betty Bryan. "Eddie Hubbard Show," 9:45 to 11 p.m. the entire week, Eddie Hubbard. "Howard Miller Show," 11:30 to 1:30 a.m. the entire week, Howard Miller. Miller has numerous other shows on WJLD and other stations which he will program on the juke box theme.

WJLD — "Al Parker Show," 1 to 1:30 p.m., during the week of May 18, will feature "Eddie Hubbard Show," noon to 1:30 p.m. the entire week, Eddie Hubbard. "Listen to the Music," 1:30 to 2:30 p.m. the entire week, Jim Lounsbury. "Rosemary Wayne Spins," 6:45-7 p.m. all week, Rosemary Wayne. "Belairs Ballroom," 4:55 p.m. all week, Mel Ballins. **WCFB** — "Bill O'Connor Show," 11:30 to 1:30 a.m. the entire week, Bill O'Connor has approximately 15 shows on WCFB and other stations in town at varying times. (Continued on page 77)

June Hit Party To Fete 65th Juke Box Anniversary

21 Artists and Acts to Appear;
Show to Be Broadcast Over WGAR

CLEVELAND, May 9.—The Cleveland Hit Tune Party, dedicated to the 65th Anniversary of the Juke Box Industry, was in readiness for tomorrow. Twenty-one artists and acts were lined up as well as a few guest speakers. The party is co-sponsored by The Cleveland Press and the Phonograph Merchants' Association of Cleveland.

The actual anniversary celebration is scheduled for the

week of May 24, at which time a nation-wide public relations program will be launched, utilizing press, radio, television, and personal appearances of operators through the nation.

The Hit Tune Party will again be staged in the Public Music Hall and will commence at 2:30 p.m. Formerly the audience voted the Hit Tune Party from a selection of 19 unreleased records, but it was the decision of the committee in charge of the affair to lower the number to seven. Members of the judging committee are Dorothy Heron, feature writer for The Cleveland Press; Jack Cohen, president of the Ohio State Phonograph Owners' Association and chairman of the Hit Tune Party; and the master emcee, in this case, Bill Mayer and Hal Morgan (WGAR deejays).

Records picked by the judges for inclusion in the show were: "In the Mood," M-G-M, by the Ellington Brothers; "Diga Diga Doo," Milmar, by Kay Malone; "Wedding Day," Decca, by Joe Martin; "Tell It to the Judge," Good Times, Inc., by Columbia; "Mindy Carson," Guy Mitchell; "The Baby Face," by the Victor; by Sunny Gale; "Honey Jump," Victor, by the Sauter-Finegan Orchestra; "My Weakness Now," Capitol, by Ray Anthony. The tunes will be played on a juke box with a 120-selection phonograph. Last month the tunes were played on an All-Time Juke Box, a Cleveland Coin Machine Exchange. This month's Fireball is thru the juke box of the City Amusement Company.

The Hit Tune Party will have coverage on the radio, broadcast over radio station WGAR. (Continued on page 77)

NY Juke Box Ops Plan 65th Anniv. Promotion

NEW YORK, May 9.—The local Automatic Coin Machine Operators' Association is getting up a full head of steam for its drive to promote the 65th Anniversary of the Music Machine Industry. The many plans are still in the formative stage, the ops here have started rolling on several projects aimed at a concerted drive to publicize the industry to the lay public.

According to Al Denver, the local association is making contact with the Westchester and Connecticut operators and to work out the final program for the celebration and is sending a special letter to all operator members detailing ways of tying in with the National Juke Box Week. The local association has already worked out a special juke box

party co-operative event (see separate story).

A specially designed poster for placement on music machines and in other spots at locations is being considered as one of the major moves by the group. Meanwhile all operators are contacting disk jockeys, retail dealers, location owners, record manufacturers, distributors and the daily press for additional publicity and exploitation.

Blatt A Out On Promotion Of Juke Week

MIAMI, May 9.—Willie Blatt, president of the Amusement Machine Operators' Association here, reports steady progress on efforts to promote the 65th Anniversary of the Juke Box Week.

WQAM disk jockey Harry Borge is co-operating wholeheartedly with the association by giving liberal plays on his two shows, "Juke Box Serenade" and "The Borge Cag."

Plans have been formulated to have all disk jockeys in the area play the top five tunes on Friday, May 29, and give information on the history of the juke box. Several TV shows are being contacted by the association.

Blatt is contacting Mayor Chelise Senerchia in an effort to publicize the music you want when you want it.

Continued from page 1

and Washington operators made arrangements to fly two pioneer juke boxes (built in 1889-1898) to Chicago for a half-hour TV show.

The J. P. Seeburg Corporation will distribute arranged for an additional printing of 75,000 copies of the History of the Music Machine Industry, prepared and published by The Billboard. See-

burg's distributors will make the booklets available in quantity to its operator customers.

Sticklers, Displays
AMI distributors were sending out 100,000 special stickers, celebrating the Anniversary. Operators to put on their boxes.

Wurlitzer executives were

planning special window displays for each of the company's retail stores.

Part of the 65th Anniversary celebration came from record companies, artists and radio stations as the entire music industry prepared to mark the birthday of the music you want when you want it.

Next Week—The Billboard's 65th Anniversary Number



Celebrate the



65th anniversary



on your machines

*These "Kleen-Stik" stickers can be attached and removed from your juke boxes without muss or fuss. Get them FREE at your AMI distributors.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

NJ Ops Convert at 100-a-Week Rate

Paterson 85% Dime Play; Drive on To Explain Advantages to Locations

NEWARK, N. J., May 9.—Juke box operators in Northern New Jersey are converting to dime play at the rate of 100 locations a week, with 85 per cent of locations in Paterson now on a 10-cent basis, according to Dick Steinberg, executive director of the Music Guild of New Jersey.

However, most operators in the area believe that the region will not be thoroughly converted until the end of 1953 at the earliest. While most operators are convinced that the drive for dime play will be successful, they see the need for a strong public relations effort to carry this conviction to the location owners.

The pattern seems to be to concentrate on conversion in the community, then move on to another town after the conversion effort is successful.

Paterson Success
Ten-per cent play was initiated in some Paterson locations three weeks ago. Eighty-five per cent of the locations now operate on a dime basis, and it is expected that the city will be virtually completely converted in a couple of weeks.

Meanwhile, the MGNJ is sending circulars to location owners explaining the advantages of dime play. The circulars depict clippings

from The Billboard telling of conversion and proposed conversions in California, Florida and the District of Columbia.

The copy reads: "Economics dictates it, good business demands it. . . . That's why 10-cent play is desirable."

In Paterson, cards are placed in locations which have converted, explaining to the public why it costs a dime for a tune. The copy points out that since 1934, in the juke box industry, salaries have gone up 150 per cent, transportation 200 per cent, maintenance 100 per cent, equipment 200 per cent, records 210 per cent and parts 200 per cent.

PR Fund
The Paterson operators have raised a special fund for public relations and plan to run advertisements explaining their position in local newspapers.

The MGNJ covers locations in an area which has a population of nearly 4,000,000, some 76 per cent of New Jersey's population.

The drive for dime play has not yet been launched in the two largest counties in the area—Essex and Hudson. Passaic County has been the focal point for the conversion activity, with some converts already started in neighboring Bergen County.

MG-M Details Plans to Aid Juke Box Week

NEW YORK, May 9.—M-G-M Records this week detailed its plans for helping the promotion of the 65th Anniversary of the Juke Box Industry via advertising, window streamers, disk jockey contacts and the label's artists.

Plans devised by Sol Henderson, diskery advertising and promotion chief, include suggesting all ads from now until the end of May with reminders about National Juke Box Week evoking space on all window streamers being printed for retailers to the same basic message and including the story about the anniversary celebration in all printed material and news releases sent to newspapers, reviewers and disk jockeys.

Yesterday (8) the label sent letters to all artists asking them to promote Juke Box Week to audiences during all personal appearances on radio and television and in clubs, theaters and ballrooms.

Neb. Music Org Backs Anniversary

OMAHA, May 9.—Howard N. Ellms, secretary-treasurer of the Music Guild of Nebraska, announced that a meeting of the Guild would be held next week to map a campaign for the promotion of the 65th Anniversary of the Juke Box Industry. He stated that the campaign would benefit the entire industry.

The next regular meeting of the Guild will be held at the Pathfinder Hotel, Fremont, Neb., May 23-24. Election of officers for the new year will be held and a record attendance is anticipated.

A board of directors meeting will go into session at 8 p.m., Saturday, May 23, and the business meeting will be held at 1:30 p.m., Sunday, May 24. Ted Nichols will act as host.

Suggestions on how the entire State can change over to dime play will be called for at this meeting. A plan for changing to dime play will be laid out at this meeting.

Location contracts have been prepared and are now available to members of MGNJ. They were made up in tablet form with 25 sets of contracts per tablet. Cost of the contracts is \$2.50 per pad.

EDITORIAL

Are You With It?

The week of May 24 the Juke Box Industry will mark the 65th Anniversary of its founding.

Across the nation, radio and TV programs, newspapers and magazines will join the nation's music operators, distributors and manufacturers in celebrating the event.

By any measure, the 65th Anniversary of the Music Machine Industry will be the greatest single public relations effort the industry has ever seen.

Grass-Roots Relations
It is grass-roots public relations because it will be marked as effectively in small towns as in great cities, by small stations and newspapers as well as the

networks and the giant dailies. Operator associations and individual operators are proving their response to the Anniversary that they recognize the value of good public relations and that they are willing to work hard to tell the story of their business to the public.

Last Opportunity
This is your last opportunity to make certain the Anniversary properly noted in your city or town. Take another look at the "25 Ways" box in this issue. If you haven't done so already, clip out and return the coupon you find at the bottom of that box. Don't let the Anniversary pass you by.

Another EVANS QUALITY Feature!

COIN ACCUMULATOR

Permits more than 1 coin to be deposited before making selection. Prevents player dissatisfaction by eliminating loss of coins . . . assures proper number of selections for coins deposited.

COIN ACCUMULATOR is just one of many features that make Evans' Phonographs your dependable profit accumulator!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

★

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.

H. C. EVANS & CO.
1356 W. Carroll Ave. Chicago 7, Illinois

EVANS You Can Participate

Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money of them can be effective in telling the juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check-list can be had free by writing Coin Machine Department, The Billboard, 188 West Randolph Street, Chicago 1. Use the coupon below.

1. Write now for your copy of the model press release to use with your home-town newspaper.
2. Contact the editor of your local newspaper and/or any columnist who uses entertainment items. Give him a press release prepared from the model you secure by writing The Billboard.
3. Contact your local disk jockeys urging them to build programs around the 65th Juke Box Anniversary theme.
4. Make yourself available for interviews with disk jockeys. Use fact sheet, which is yours for the asking from The Billboard, for industry data.
5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you will find listed in the Anniversary Booklet.
6. Contact the program chairman of your local Chamber of Commerce, Rotary, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow-members of the growth and value of the Juke Box Industry and make a community announcement. Speech material will be found in The Billboard promotional kit.
7. Suggest a juke box display for your local theater or hotel lobby. If you are using coin-dime juke boxes on hand, stand them off and work them into a display.
8. If there are civic, church or school dances scheduled for the week of May 24, consider donating a service of a juke box stocked with All-Time Juke Box favorites. Ask that the chairman of the event publicize the box and mention the Anniversary in his news release.
9. Have your local printer prepare table and bar cards promoting the Anniversary and calling attention to All-Time Favorites to be found on the phonograph.
10. Contact your Mayor with suggestion he proclaim May 24 "Juke Box Week." Use historical material in The Billboard promotional kit to tell him the story of your business.
11. Sponsor an Anniversary Party for the teen-agers in your town with a juke box as the main attraction. Arrange tie-in with your leading local soft drink bottles.
12. Ask for and make use of promotional material manufacturer will make available thru their distributors.
13. Make a mailing to your locations informing them of the Anniversary. Use the occasion to "re-tell" locations on the importance of the juke box.
14. Make tie-up with leading local record stores. Offer to place a box in the store during week of May 24, stocked with All-Time favorites which can be played free.
15. Stage contest with retail record store's co-operation. Place in store window or on floor and other prize of a record album for anyone whose guests total number of times the box has been played.
16. Make certain suburban and outlying newspapers receive copies of any press & juke material you mail out. Same goes for fraternal house organs.
17. Offer your local TV station use of a juke box for any programs they wish during Anniversary Week.
18. Place juke box to run free in high school recreation room. Stock it with All-Time Favorites. Make certain newspaper knows what you are doing.
19. If there is a Veterans' Hospital near by, donate a set of All-Time Favorites records to the hospital's record library.
20. Suggest to local high school or college editor that he conduct a poll of student body to determine their favorite "juke box songs." "Juke box band," etc. as part of Anniversary Week program.
21. Consider running a display ad in your local newspaper to list your locations and invite people to play the All-Time Favorites during Anniversary Week.
22. Make certain your route man, servicemen know all details on the Anniversary Week. Ask them to tell location owners, bartenders, waitresses, etc. to promote play on boxes during Anniversary Week.
23. Contact the display manager of your local department or fashion store. Offer to loan a juke box for a special "Anniversary window display" to promote the record or teen-age clothing department.
24. Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.
25. Fill out the coupon below for the promotion material you want sent to you. Be sure to send in a check for the money you are doing in your community to The Billboard so that it can be published in the May 23 Anniversary issue.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

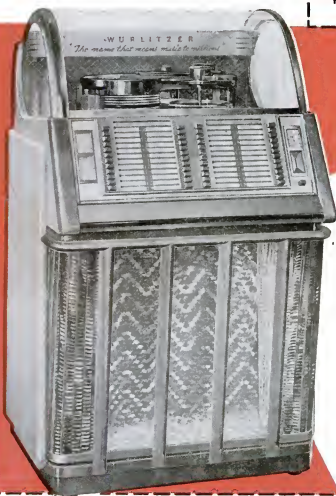
Please send me material checked below:

- ☐ Anniversary Booklet
(18-page history of music machine industry, list of all-time juke box favorite records, etc.)
- ☐ Special Speech
(suitable for use before Rotary Club, Chamber of Commerce, etc.)
- ☐ Special Press Release
(for you to release to your local paper)
- ☐ Industry Fact Sheet
(for interview use on disk jockey interviews, press interviews, etc.)

Name of firm:

Address:

Designed for Locations with Limited Space



NEW STRAIGHT 45 PLAY

The famous Wurlitzer 48-selection mechanism has been adapted to straight 45 RPM play by the use of new smaller Deep-Indent Trays and a compact chassis ideal for locations with limited space.

NEW

BUILT-IN VOLUME CONTROL

Incorporated into Wurlitzer's famous sound amplifier—a built-in, automatic volume control assuring an even sound level for all records.



A High Earning
Phonograph
Priced to Pay
Greater Operator
Profits



NEW

TWIN TITLE STRIP HOLDERS WITH SINGLE BUTTON SELECTION

Fast single button selection from two twin title strip holders divided into four program classifications.

NEW

ALL-GLASS ASTRADOME

One-piece, double-weight, all-glass AstraDome provides picture window view of record changer compartment. A sure-fire play promoter.



1650

48 SELECTION STRAIGHT 45 PLAY

1600

48 SELECTION 78 OR 45 PLAY

See your Wurlitzer Distributor

The Rudolph Wurlitzer Company
North Tonawanda, New York

ROCK-OLA

FireBall

The only phonograph with
120 selections

Model 1936



Available in models for either 78 or 45 RPM records

The Amazing Revolving Record
Drum which delivers any of 120
different selections quickly and
surely with only one button
selection!120 selections
—at the tip of
your finger!

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BALLIE DISTRIBUTING CO.
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.
265 Franklin Buffalo, New York
- B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACREST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee, Wis.
- BRIGHT MUSIC COMPANY
19963 Liverside Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- J. WESTERHAUS
3726 Krauss Ave., Cincinnati 31, Ohio
- DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan
- J. ROSENFELD COMPANY
3218 Olive St., St. Louis, Missouri
- LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa
- TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio
- UNI-COM DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY
133 E. Antle Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.
381 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.
503 W. Central Ave., Orlando, Florida
- FRANK SAWITZ SALES COMPANY
515 A Fourth Ave., S.E., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES
608 Jefferson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Avenue
San Francisco, California

"The Muntz's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue

Chicago 51, Illinois

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MILLS EXPANDS IN R&B AND HILLBILLY FIELDS. Mills Music has set up a hillbilly firm, Ranger Music, and is organizing a firm to hold r&b, copyrights (Music department).

RCA BUYS RIGHTS TO MILLER AIR CHECKS. RCA Victor will press and sell from air checks of the late Glenn Miller band (Music department).

"HOUND DOG," "KOO-LIGER" DISK LEADS. RCA's best selling disk currently is the coupling of "That Hound Dog in the Window" and "Pure O' Kool" (Music department).

DISKRIKES SEEK NEAR-PERFECT CO. At the behest of the Record Industry Association of America, engineers from the major diskeries are doing research on an efficient and fool-proof optional center for big-hole players (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Central Music Names Harris As Sales Rep Star Issues Anniversary Title Strips

KANSAS CITY, Mo., May 9.—W. J. Mashek, president of Central Music Distributing Company, Kansas City, Mo., announced the appointment of Jerry R. Harris as sales representative for Iowa and Nebraska, working out of the Omaha office.

Harris has been in the coin machine business for seven years as a sales representative, and is well known throughout the Middle West. He is 43 years old, married and has five children. His home is in Omaha.

The appointment of Harris is another step in the expansion program of Central Music Distributing Company. Mashek said, "He will enable Central to work closer with the operator."

Bush Holds 3 Juke Schools

MIAMI, May 9.—Service schools for music machine operators and their mechanics have been conducted in three Key Florida cities in the past 10 days by the Bush Distributing Company, Wurlitzer distributors for Florida, Cuba and South Georgia.

Besides explaining the workings of the Wurlitzer 1500, the distributor used the occasion to unveil the Wurlitzer 1630 and 1600 in Tampa and Jacksonville.

Harry D. Gregg, Wurlitzer field engineer, was on hand to explain the mechanism and answer questions at the service schools—in Miami on April 29 at Bush Distributing headquarters at the Hudson Manor Hotel, Tampa, May 1, assisted by Bush Distributing executives, Ozzie Trueman and Ken Willis, and at the company's Jacksonville office, 60 Riverside, assisted by President Ted Bush. Gregg also accompanied at the Tampa school by Ed Hancock, head service mechanic for Bush. Other operators and mechanics who attended the Miami school were Morris Marder & M. A. S. in Miami; Walter Wheeler and Walter Zazyzky, Supreme Distributors, Miami; Arnold Rogan, Juke Box Company, Miami; Ware Danriel, Belle Glade; Tampa, Oscar G. G. & Co.; Key West, Red Perkins, Belle Glade; Ed Connelly, Clearwater; two representatives from American Operating Company, Miami, and two from Deale Music, Miami.

AD MEN
at every time ENDSIDE
THE BILLBOARD
as a top
selling force

For
Every
Location

North
South
whose BUYS SPORT and the CHALLENGER
attracting youths, old and young, therefore
machine men profits... write for
details today.

A.B.S. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

NBC to Pay Tribute to Juke Industry

NEW YORK, May 9.—NBC's radio and television networks are planning several commemorative shows to the music machine industry's 65th anniversary as part of the general exploitation activities that surround National Juke Box Week.

At this moment, the largest amount of time on a single show scheduled to be devoted to the celebration is a segment during the network's early morning television program, "Today," which features Chicago disc jockey, Dave Garroway.

Mort Werner, producer of the program, will open out details for a filmed and live presentation of the history of the juke box. He is to show a series of ancient machines along with recorded selections of the music service from these early devices. He will wind up the segment by showing the latest equipment.

Also planned by the network is a salute to the "Bob and Ray" night to a radio show, and a portion of one of the new Rosemary Clooney radio show series. Other shows trying to win in plugs or routines are the "Hit Parade," "Eddie Fisher Show," "Texaco Star Theater," and the "Dennis Day Show."

June Hit Party

Continued from page 72

Ray Anthony will appear on this portion of the show. The radio portion is being broadcast as a public service feature and as a salute to the Green Cross and the National Safety Council.

Start to appear on the show are Bobby Wayne, Mercury; the Gaylords, Mercury; Connie Francis, Decca; Hamish McZee, Decca; Ken Reno, M-G-M; Buddy Borge, Coral; Don Howard, Juke Anthony, Capitol; Ray Anthony, Capitol; Tommy Mercer, Capitol; Jo Ann Greer, Capitol; The Skyliners, Capitol; The Anthony Choir, Capitol; Gene Lukarska, Sharon Leslie, Johnny Paxon, Sammy Watkins, and Heights Juke Club.

The Hit Tune selected at the last party was Buddy Green's Coral recording of "You're Driving Me Crazy." It is the Hit Tune for May and is being featured in the No. 1 spot on all juke boxes in the Cleveland area. Location cards are placed on juke boxes in each location, bearing a picture of the winner and a description of the affair.

Sam Abrams, of the Ohio Advertising Agency, is in charge of public relations.

Solid Air Time

Continued from page 72

ing time during the day and will feature top juke hits during "Juke Box Week." "Top-Top" 4:15 to 4:29 p.m., all week, "Topper," "Operation Midnight," "Midnight to 3 a.m.," all week, "Linn Burton," this show emanates from the Steak House and will feature operator interviews as well as top juke hits.

WGN—"The Duddy-O Show," 6:30-8:30 p.m., and 4:30-5 p.m., 6:30-8:30 p.m., during Juke Box Week. "Coughlin and Juke," 1-2 p.m., John Coughlin, during Juke Box Week.

WGN—"Saxie Dowell Show," 9-10:30 p.m., all week, Saxie Dowell, "Chicago at Night," 11-11:30 p.m., during juke box week, Danny O'Neil. Several operators interviewed on this program.

WMA—"Jim Lowe Show," 10:15-11 a.m., Saturday, May 23, 3 p.m., Jim Lowe.

WGN—"Hits With Hubbard," 4:30-6 p.m., Eddie Hubbard. Also will interview an operator on May 24 and play top juke hits during Juke Box Week.

WBBM-TV—"Our Song," 10:45-11 p.m., Danny O'Neil and Caroline Gilbert, will sing songs made famous by juke boxes.

Other Chicago stations and jockeys, as well as TV shows, will also be participating for participation in the celebration.

Telephone Music Boxes Profitable in Portland

PORTLAND, Ore., May 8.—Telephone music is proving to be a profitable enterprise here, utilizing the necessary know-how of coin-operated operation and a required skill in location selection.

Tactics learned in standard juke-box operation, especially location problems, are well employed in this phase of the game, and careful location analysis are vital if trial-and-error installations are to be avoided.

The John Welch Music Company serves 28 locations in Portland with Phonocircuits equipment, whereby insertion of a coin opens telephone line circuit between the location and a broadcasting studio. An operator obtains the customer's request, which is played on one of a battery of turntables.

Which finds that club locations are most responsive to the appeal of telephone music, also the service includes a few taverns. The business has settled down to a stable basis without many additions or losses. Virtually all the suitable locations are now being served. When this type of music was first developed before the war, it was initially inspired by a few taverns, notable taverns, but as its newness wore off the unsatisfactory locations soon be-

came evident. For suitable locations, there are several advantages to telephone music. There are avenues of economy open to the operator in that he is spared a heavy investment in phonographs, although the studio equipment is considerable. His record inventory can be of wider variety owing to elimination of duplication of hits on separate juke boxes. Maintenance costs are sharply reduced, as the location mechanism that opens the wire circuit is relatively simple. Less highly trained personnel are required. Welch employs five girls who take orders and play the requests. This staff substitutes for the record changers the juke boxes require.

The appeal to the customer, then, is thru the personal contact with the operator. Friends of the operators are known to many of the patrons, although most of them never see one another. Also, the almost unlimited choice of selection appeals to these music fans.

Telephone music is a pioneer in the dime-play field. Even when one nickel was the standard price, customers accepted the 10-cent, three-for-a-quarter play without a murmur. The operation is almost "round the clock, Welch running from 9 a.m. to 2 a.m.

You can't lose because they're from MUSIC SYSTEMS

Clear Equipment—Ready for Location
Write, wire, phone.
1/3 deposit, balance C.O.D.

SEEBOARD	1485L	\$199.00
HIIDEWAYS	147M	139.00
	146M or 5	99.00
Wall Boxes		
H148M	SWT-156	\$34.50
H146M	SWT-156	12.50
AMI Model A	W1-156	5.00
ROCK-OLA 1432 (50	W1-156	29.50
selection)	W1-156	119.00
ROCK-OLA 1422	W1-156	119.00
ROCK-OLA 1426	W1-156	119.00
WURLITZER 1015	W1-156	119.00
WURLITZER 1200	W1-156	119.00
WURLITZER 1250	W1-156	119.00

MUSIC SYSTEMS, INC.

DETROIT, MICH.—12217 LINWOOD LANSING, MICH.—1324 TRUCKEE
CLEVELAND, OHIO—2606 ECLID TOLEDO, OHIO—1322 JACKSON

How Was Your Timing on...

"BIG HAMMOU"

PETE HANLEY
Chak 6756

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the hottest

disk jockey promotions and strongest dealer merchandising. Billboard's best BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play on your record!

Yermie Stern 2 E. 45th St., New York 17

Date

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost

\$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Spotted as a Billboard BEST BUY

Title Strips Ready for Top Juke Profits

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average longevity 10 records—20 cards) delivered weekly for a period of 5 months.

Cards per month	Cost (5w 3 mths)	Cards per month	Cost (5w 3 mths)
25 (400 strips).....	\$ 9.00	75 (2400 strips).....	\$39.00
30 (480 strips).....	13.00	80 (2400 strips).....	33.00
40 (600 strips).....	17.00	90 (2400 strips).....	36.00
50 (1200 strips).....	21.00	100 (2400 strips).....	39.00
60 (1200 strips).....	25.00	120 (2400 strips).....	39.00



It's the Juke Box Operator's BUSINESS GUIDE

It's the Juke Box Operator's PROGRAMING MANUAL

It's the Juke Box Operator's PROFIT IDEA-LOG

It's The Billboard's Big, Valuable

65th JUKE BOX ANNIVERSARY NUMBER

and it's

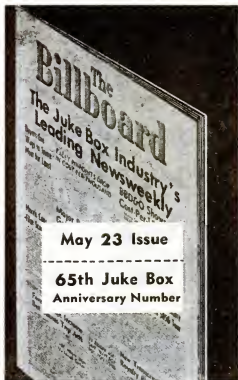
OUT NEXT WEEK

in the May 23 Issue includes

RECORD DISTRIBUTOR LIST

More than a dozen special features and directories that all operators will use now and in the months to come—to help them win new locations . . . serve present locations better . . . save money through greater operating efficiency . . . **MAKE MORE JUKE BOX PROFITS!** Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number—out May 19!

Use the Convenient
MONEY-SAVING
Subscription Coupon
TODAY!



The Billboard
2160 Pottersom St.
Cincinnati 22, Ohio

Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name _____

Occupation _____

Address _____

City _____

Zone _____ State _____

Jockeys Gross Country

• Continued from page 72

celebration: "All Time Hit Parade" a one hour show, May 24; "Let's Get Together With Records," a one and a half hour show May 25, and "Eleven-Bar-Fifty Range Round Up," a one hour show on May 25.

CEDAR RAPIDS, Ia.—Stations KCRG and KCRK come up with the following as their contribution to the celebration of Juke Box Week: "Sandy Singer, the Melody Merchant" will feature pop juke box favorites on his 30 min. show, "Kenny Hoefer Show" will feature an entire week of c&w favorites.

MADISON, Ind.—Blake Taborn of WORX, said the following shows were going to take part in the celebration: "Open House," 3:30 p.m., May 8, and "Kernel Korn," 8 to 7:30 a.m., May 7.

TOPEKA, Kan.—Boh Richmond Show" from 10:50 p.m. till midnight.

BENNETTSVILLE, S. C.—Neil Terrell reports a 15-minute show will be aired sometime May 16, giving full details of the Music Machine Industry. It will be an all-talk show. Al Bonaparte will feature juke box pop favorites on his "Bonaparte's Retreat" May 8. All on WBSC.

WALNUT RIDGE, Ark.—Bill Thornton joined the celebration by playing Top Juke Box Favorites on his "Billy Club" show, May 5. This is a one hour show.

LITTLE ROCK—Mary H. Strope and KARK going along with the anniversary celebration: "Saturday Pop Session," May 30, will feature 30 minutes of favorites. "Roundup Time" will play 15 minutes of c&w hits May 25.

RED WING, Minn.—Peter Lyman, of KAAA, is placing the following shows on the celebration roster: "Spinner's Circle" will air favorites from 4 to 4 p.m. on May 26, and "All Request Time" will play 30 minutes of c&w top tunes on May 30.

OSCEOLA, Ark. A question-

naire was returned from this station for the "960 Club" as going along with the drive. However, no station call letters were included, and it is assumed the show will air the top juke favorites on May 26.

NORFOLK, Neb.—Glen (Pappy) Hixon used the "960 Club" and "Puppy Show" over WTJG will feature top juke hits on Monday, May 25.

CAMPBELLVILLE, Ky.—Frank Hayden, WTGO, is airing the following shows on the anniversary week: "Revving the Tires in Pops," "Pop Time Hits of Yesterday" at 5 p.m., and "Race and Blues Revue-Music for You."

LADYSMITH, Wis.—Steve Evans, WLDY, has programmed five shows on the juke box theme: "Nite Special," May 25, 9-11 p.m.; "Moon Roundup," May 26, 11:30 a.m.; "1340 Club," May 26, 2-4 p.m.; "Nite Special," May 28, 9-11 p.m., and the same show on May 29 will be a special taped program. WLDY also has five-minute interviews of operators and location owners.

JACKSONVILLE, Ill.—Rex Stein, WLDY, used hit material in the anniversary booklet issued to disk jockeys by The Billboard.

PASADENA, Calif.—Bill Garr, KWKW, will push the anniversary of the juke box on his "Bill Garr Show," Monday, May 25, from 1 to 2 p.m. He is playing all the million-seller records.

MONCTON, N. B.—Michael Wood, CKCW, will air 60 minutes of juke hits on his "Billboard Wood Show" May 28.

OPP, Ala.—Buddy Keane, WAMI, "Music With Keane" entire week at 1:30 p.m., and "Tops in Recordings," 3-5 p.m., May 23.

TEXARKANSAS, Tex.—Roy Mitchell, KCMC, will use May 6 "1280 Club" to air material and recordings covering the 65th Anniversary.

MIAMI—Harry Burge, WQAM, will air juke hits and interviews with ops on "Juke Box Serenade" May 27.

FORT PAYNE, Ala.—Al Bopling, WZOB, "1250 Club" at 3 p.m. for the entire week.

PARKERSBURG, W. Va.—Sherman Grimm, WP, "Dance Session With Sherman" on May 12, from 11:15 till noon.

JACKSONVILLE, N. C.—Mike Zahner, WJNC, "Music With Musical Clock," May 11, at 6:40 a.m.; "Top Ten Tunes of the Week," May 9, and "Platter Parade," May 8.

MADISON, Wis.—Bill Leppene, WPMF, "Juke Box Leppene" daily.

DALLAS—Dan Valentino, WFAA, "Saturday Night Shindig," May 30, 8-10 p.m.; "Bird Varieties," entire week, at 5 a.m.

CHARLOTTE, N. C.—M. Clark, WAYS, "Juke Box Jamboree" entire week of May 24, 5:30 p.m.; "Carolina Jamboree," entire week, 3-5 p.m.

DOTHAM, Ala.—Lamar Trammell, WAGF, "Coffee Club," entire week, 8-9 a.m.; "Earl Bird Varieties," entire week, at 5 a.m.

TORRINGTON, Wyo.—Boh Verdon, KGOS, a full week of juke box hits on "Dance Time."

MCPHERSON, Kan.—Hank Davis, KNEK, entire week of May 24 will be used to play juke box favorites on all record shows.

AMI's Regional Office Expanded

CHICAGO, May 9.—The regional offices of AMI, Inc., were being expanded this week by acquisition of space formerly occupied by CMI.

The offices, as headquarters for Ed Ratajick, regional representative for the juke box manufacturing company. When the new quarters are completed, S. J. Allen, Chicago, attorney and a director of AMI, will move into one of the offices.

The mail address, 134 North La Salle Street, is unchanged, but the telephone has been changed to State 2-7554.

Badger Named AMI Distrib

GRAND RAPIDS, Mich. May 9.—E. R. Ratajick, Western regional manager of AMI, Inc., announced the appointment of Badger Sales Company, Inc., 2251 West Pico Boulevard, Los Angeles, as a distributor of AMI in that area.

The firm is one of the oldest coin machine companies in Southern California. Between 30 and 40 persons are employed by the new AMI distributor.

William R. Hoppel Jr., is president of Badger; Ray Fries is general manager, and Fred Gaunt is sales manager. All three are well known coin machine circles in the area.

Oregon Ops

• Continued from page 72

for the motion to reaffiliate with MOA. Consensus of members was that they might well sell their equipment to location owners there should the Dirken Bill pass.

Success after four weeks of dime-play operation was reported by Elton Clemens, of La Grande, who operates in 30 locations in Union and Baker counties. His new rate is a dime or four for a quarter except in clubs, where juke rates are adjusted to three plays for a quarter. Clemens said his locations convinced them of the wisdom of the move.

"This points up," Clemens said, "the necessity of selling taverns as well as all location owners on the fairness of the increase. This is missionary work that should be done before the changeover is undertaken."

Another up-State member, Pete David, of Bend, Ore., reported that he was changing to dime play next week.

COFFEE BREAK BENEFITS

Management, Employees Gain; Consumption Up

CHICAGO, May 8.—Coffee breaks in U. S. industry are the most common practice among 49 per cent of the nation's employed persons, compared with 40 per cent in 1950. A recently completed survey for the Pan-American Coffee Bureau by the Psychological Corporation, investigated coffee-drinking habits of 8,000 people throughout the country.

Growth of on-the-job and/or coffee break consumption indicates the high potential for coffee vending equipment in industry. That this potential has been tapped and is being constantly broadened, however, is proven by the fact that the year-to-year doubling in coffee vander placement.

Biggest gains in on-the-job

consumption during the past two years was chalked up by office and store employees, according to the survey. Coffee drinking at home has climbed 33.3 per cent since 1950, while the store increase was 27.8 per cent. This year's increase, for the year generally, was 18.3 per cent. The break time is at a rate of 37 cups per person a day, compared with 20 cups per day in 1950, an increase of over 80 per cent.

Record Consumption
Coffee consumption is even higher when only workers, who have the beverage available on the job, are considered. In such spots, consumption is 53 cups per person per day.

The 53 cup-a-day figure was computed on the basis of a seven-day work week; consumption is greater when applied to people who work a five-day week: 74 cups per person a day.

The survey pointed out that the fact that out of every four workers, one is permitted to take coffee breaks on the job, drink at least one cup a day.

The study bore out earlier coffee surveys made during the past two years. A 1951 study noted that consumption "at the place of work" increased 17 per cent.

(Continued on page 82)

OPERATOR AID?

New Weather Forecasting Service Set

LOS ANGELES, May 8.—Western Union has announced it will make weather forecasting service available to business on a nationwide basis. The wire company, in performing the service, will act as sales agent for the private weather forecasting services of the National Weather Institute of Los Angeles.

Forecasts, prepared by the institute's meteorological staff, cover long and short-range predictions for all or any part of the U. S. Forecasts will apply to particular geographical areas designated by the subscriber and will deal with specific weather factors affecting business.

Short-range forecasts, seven days in advance, will be telegraphed to clients; sudden developments of critical or emergency conditions will also be wired.

Harry Golden, Pioneer Cig Operator, Dies

CLEVELAND, May 8.—Harry Golden, pioneer cigarette vendor operator, who headed the Golden Cigarette Service Company until last year, died Thursday at University Hospital here. He was president of A. D. Goodman & Company, a tobacco jobber.

Golden, who was born in Kiev, Russia and brought to the U. S. as a child, was in some phase of the tobacco industry since he was 10 years old. He was a graduate attorney from the Ohio State Law School.

Golden is survived by his widow, Minnie; a son, Daniel; a daughter, Mrs. E. E. Kline; four brothers and two sisters and his mother, Sarah Golden.

Services were held at Cleveland Temple Memorial Parlor (8).

COFFEE, CUP SOFT DRINK UNITS KEY TO MARKET

CHICAGO, May 8.—Coffee vendors, which have occupied first place as the "fast wanted" machine in the vending industry for almost two years, continue to take precedence over all other types of vending equipment. Cup beverage machines are a close second, followed by candy machines. Coffee and ice cream vendors tie for fourth spot as most wanted equipment, with penny bulk units are fifth in demand on the used market.

A check of Market Place advertisements during recent months in The Billboard and its parent Vending Machines showed that in the "for sale" columns, cup beverage vendors replaced bulk units as most offered (bulk machines fell to third position). Coffee and ice cream vendors followed by ice cream and cigarette machines. In sixth spot, following bulk machines, candy vendors tie with cookie units.

CANDY VENDERS BACK IN LONDON SUBWAY; RUSHED

LONDON, May 8.—For the first time in more than 10 years candy vendors reappeared in subway stations here this week. The price of chocolate bars in the vendors has risen from a penny to 10 pence (2.5 cents) in the interim, the vendors were reported doing a rushing business.

The recent government decision to take candy off the ration list prompted the return of the vendors to the subway. For many boys and girls the experience of buying candy was entirely new, and harassed parents charged that one trip thru the vendors was worth two.

Grown-ups, too, vied for places in line with the youngsters.

Ajax Subsidiary Set in Canada

NEWARK, N. J., May 8.—The formation of a Canadian subsidiary, the Ajax Distributing Company of Canada, Corp., was announced this week by Al Cohen, president of the Ajax Distributing Company.

The new subsidiary will have headquarters in Montreal and will market Canadian division of the Ajax Hot Nut Vendor and other equipment sold by the parent company.

Cohen has a 50 per cent interest in the subsidiary, with the other equally owned by Joseph Henrico, who will manage the Canadian division.

VENDING STARS IN MOVIE

CHICAGO, May 8.—A new 23-year-old film features "Here as Ball Gum, Candy Op

and parcel of the movie. For instance, one scene showed him changing "full for empty" globes. Following the servicing of one machine, the operator (played by Oakie) appeared to be outdoors, dialog had Oakie announce that he took a vendor operator machine.

In other scenes, it was revealed that the price on each penny ball gum sales was 23¢, 23¢, 23¢, 23¢ on each nickel chocolate bar vendors.

When, in the course of the story, plot, the operator found himself in financial difficulties (due to the need of funds to pay the bills), he was shown to be all the route to a competing firm.

At this point, it was revealed that Oakie owned a 185 ball gum and 65 nickel chocolate bar vendors.

To make a fast sale, the route was sold for \$1,400, instead of the \$2,000 "it was worth," according to a friend of Oakie's. And it took you three years to build up the friend lamented.

At several points throughout the film, vending was given places as "being a good business."

The optimistic note which Oakie, after selling his ball gum candy route, decided to enter the vending field with a brand new idea, "A dime machine, to spray perfume."

(Continued on page 82)

Name 4 New NAMA Exhibs

CHICAGO, May 8.—National Automatic Merchandising Association announced four additional exhibitors for its annual convention August 23-26 at the Conrad Hilton Hotel here. Total number of exhibitors show number 105, with available exhibit space 94 per cent sold.

Four new additions are machine manufacturers, the Wright Machinery Company, Durham, N. C.; J. B. Burt, Burt & Co., Chicago; Cleveland; Niagara of Chicago; and the Air Pump firm, New York Extract Company, Milwaukee.

NEDICKS FOOD BAR

Vendors Prove Ad in Peak Periods

NEW YORK, May 8.—Seeking to reduce "turn-away" trade during peak rush hours and at the same time provide top customer concern, Nedicks has installed an automatic food bar to its counter quick-snack store near Madison Square Garden.

The battery-type vending service is centered in an integral group of machines, offering cold sandwiches, pastry, candy, cigarettes, juices, coffee and hot chocolate.

When manual counter service closes, usually at 8 p.m. on days when the Garden is not featuring some event, the vendors take over the job.

Nedicks, which has a chain of 100-plus similar counter-type food outlets along the Atlantic seaboard, is a 40-year-old pioneer in the quick-snack field. Since 1951, it has been a subsidiary of National Phoenix Industries, Inc., a management concern headed by Walter S. Hutz Jr., former president of Pepsi-Cola.

Vending Not New
Altho battery vendor installations are new to Nedicks, the use of vendor themselves is not. The chain has been using cigarette, cigar and popcorn machines in its stores, primarily operated by profit builders. Also, several years ago, it used specially built cup machines to broaden the availability of its orange drink.

The new Nedicks vending chain is housed in a plywood cabinet, 17 feet long and 7 feet high. The cabinet is designed to give the vendor uniformity, is specialized on casters so that parts can be quickly wheeled out when it is necessary to restock or service individual units. Waste receptacles

are bracketed at intervals along the cabinet.

The vendors used in the experiment have been loaned to Nedicks by their respective manufacturers for the duration of the test.

Current plans call for the addition of hot dog and ice cream vending equipment. Present units are serviced by a specially trained employee, and reserve stocks of supplies are kept in a rear storeroom.

Based on results obtained by the initial battery installation, a contract with Jack Cross, executive vice-president of Spacbar, Inc., makes provision for possible future automatic serving counters. Plans for the creation of an independent vending concern. The new organization could handle additional batteries of vendors in other Nedicks stores, in independent outlets where they might function as automatic stores or in stores franchised to licensees.

5c Gum Vendors Gain, Ic Sales Off in Chi Test

CHICAGO, May 8.—Continuing to expand its nickel gum operation, the past year thru its elevated and subway locations, Transit Sales, Inc., predicted this week that the 5-cent packs would account for over half of the operation's total gum dollar volume by the end of 1953. Penny size equipment was withdrawn from many stations when the nickel units were introduced. The firm has 40 four-column counter units, 200 two-column units, and 100 one-column units throughout the Rapid Transit system.

A factor in the success of the 5-cent gum is the fact that it is doing 10 per cent more volume on a per-machine basis than the penny size. Due to the increase in transit fare last year. Formerly, it was 17 cents, but the penny change serving to build up single stick demand. The 5-cent packs were introduced, the absence of penny change has adversely affected this phase of transit business.

Transit Sales officials declared that their penny units were down 32 per cent in volume compared with that prior to the raise in fares in June, 1952.

Pepsi Bottler Bows Schweppes Drink May 8

NEW YORK, May 8.—Metropolitan Bottling Company, which has been bottling Pepsi-Cola Company, announced it will start distribution of Schweppes Bottled Water today (18), following shortly by Schweppes Club Soda.

The quantities which will be marketed in 10-ounce and 6-ounce bottles at popular price levels will be manufactured by ingredients imported from England in stainless steel containers.

(Continued on page 82)

Rule Conn. Slugger Guilty; Fined \$300

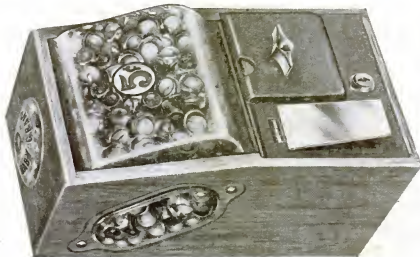
BRIDGEPORT, Conn. May 8.—Paul C. Devan, an employee of the Bridgeport Bus Company who was arrested April 1 after company officials reported over 400 cases of rule-breaking vending machines, pleaded guilty to violating the United States District Court, New Haven, Conn. He was fined \$300.

Over 400 pounds of slug were found in his home.

**SOLD EXCLUSIVELY THRU VICTOR
DISTRIBUTORS**

BABY GRAND DELUXE and CHICKLE TREETS

Featuring Viter's Project-O-View Window at
"Transparent? Lucite...no! shatter-proof for safety,
see through us like glass...and far fast loading - see
the money coming!" Cabinet of solid oak
with natural finish. Vnd Chickl-Treets 830
Count 6 colors 2
Capacity: 6 1/2 lbs. packed and sold
to the case. Also vend Chicle Treets 2 for
25¢ count. Or will vend average
at 4 for 5¢ each equipped with Mar-
chandise Wheel (part No. 50).

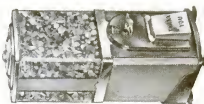


Featuring all the earning power that can be packed into a Bulk Vendor.



STOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and Lucite finished in red, black and yellow, interlaminated with chrome. Large square opening at top for fast, easy loading and unloading of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE

For Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE . . . Same capacity . . . some large square opening at the top for greater efficiency.

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

Chocolate Sales Up

WASHINGTON, May 9.—Manufacturers' sales of confectionery and competitive chocolate products in March were 2 per cent higher than sales in March, 1952, in terms of both poundage and dollar value, the Commerce Department announced last week. Bar goods sales were actually up 5 per cent by poundage and 5 per cent by dollar value, and tended to counteract a decline in 5 and 10-cent specialty sales of 6 per cent by pounds and 5 per cent by dollar value. Bulk goods, including penny items, fell 10 and 7 per cent respectively in the two categories. A preliminary survey of large chocolate manufacturers revealed. Biggest gains were recorded in the division of package goods, made to retail at \$1 or more per pound, with 18 per cent more pounds sold and 9 per cent more income derived in March than in March, 1952, Commerce pointed out.

Fla. Kills Loss Leader

TALLAHASSEE, Fla., May 9.—The Florida Senate last week passed, 28 to 9, and sent to the house a bill which would prohibit a dealer from selling cigarettes for less than he paid for them.

Senator John Branch, of Tampa, said the bill was designed to prevent unfair competition. He said some merchants offer cigarettes for sale at less than cost with the object of attracting customers to their stores at the expense of competitors.

Coke Income Increases

ATLANTA, May 9.—Coca-Cola Company earned a net income of \$4,552,786 for the first 1953 quarter ended March 31. For the like period in 1952, net income was \$4,122,982.

Diamond-Tinsel Charms

NEW YORK, May 9.—Samuel Eppy & Company, Inc., announced this week it was making a series of low-cost fill charms in diamond-tinsel colors.

EXHIBIT VENDERS AT INDUSTRIAL ASSN. MEETING

CHICAGO, May 9.—Vender operating, supplier and manufacturing firms will be among the exhibitors at the 12th annual convention of the National Industrial Recreational Association, May 17-20, at the Carter Hotel in Cleveland.

The firms are the Vendo Company, Automatic Canteen Company of America and Coca-Cola, American Shuttleboard also will exhibit.

John W. Fulton, NIRA secretary, stated the association is a non-profit organization formed solely to present industrial recreation activity and development information to employees.

Pepsi Income Increases

NEW YORK, May 9.—Net income of Pepsi-Cola Company and its consolidated subsidiaries for the first three months of 1953 was estimated at \$595,090, or 104 cent per share, A. N. Steele, president, stated this week.

Figure compares with \$175,000 net or 3 cent per share for the comparable period last year. Estimated consolidated income before taxes for the January-March period this year was \$1,385,000, compared with \$835,000 earned in the same 1952 period.

Cigar Inst. Debuts \$250,000 Ad Drive

NEW YORK, May 9.—A \$250,000 newspaper advertising campaign will be launched soon by Cigar Institute of America, according to Warren E. Bragg, group supervisor in the Bureau of Advertising of the American Newspaper Publishers Association.

Advertisements will be placed in the sports sections of 97 newspapers.

Glass Containers

Production of returnable beverage bottles in March reached 774,469 gross to top February output of 687,433 gross, the Commerce Department reported last week. Shipments of returnable beverage bottles in March totaled 687,771 gross, compared to 459,282 gross in February and 636,915 gross in March, 1952, a Commerce survey revealed. The gains recorded for the returnable beverage bottle industry reflected the trend for the entire glass container industry, which enjoyed in March, according to Commerce, the highest monthly shipments since the record high previously established in August, 1952.

Peter Paul Appointments

NAUGATUCK, Conn., May 9.—Peter Paul, Inc., appointed four new officials in its local plant. Lloyd Elston was named plant manager; G. M. Poverud, director of coconut research; K. S. Taitian, superintendent of production, and William Krueger, assistant superintendent of production.

Conn. Cig Demand

BRIDGEPORT, Conn., May 9.—State Tax Department records show that enough cigarettes were sold in Connecticut during 1952 to provide 3,775 smokers for every individual above the age of 15. Average consumption of cigarettes was higher in Connecticut than in the nation as a whole.

Dad's Adds Bottlers

CHICAGO, May 9.—Dad's Root Beer Company added two franchise bottlers last week as part of its expansion program. The new firms are Dad's Root Beer Bottling Company of Kenosha, Wis., and Dad's Root Beer Bottling Company of Lakeland, Fla.

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

<p>SPECIAL Dufrenoy V or 10, up to 29¢ each... \$82.50 SILVER QUARTER OPERATION—KING SIZE INCLUDED!</p>	<p>SILVER QUARTER OPERATION KING SIZE INCLUDED! Rove Royal—6 or 8 col. \$90.00 Rove Royal—10 col., 400 cap. 95.00 B-REED A "A", 6 col., 180 cap. 87.50 B-REED A "E", 4 col., 100 cap. 47.50 Dufrenoy "E", 7 col., 210 cap. 77.50</p>	<p>SPECIAL! Dufrenoy Champ, 9-11 Col., includes A size extra, 35¢ each cap. \$97.50</p>
<p>SPECIAL! Liberia Research, All Size King Cigs., 200 pack cap. \$92.50</p>	<p>CANDY MACHINES Dufrenoy Candyman (wall model) 72 Bar cap. \$45.00 \$97.50</p>	

Our Patents Are VENDORIZED Prevents Pirating Fixating & Ejecting.

All Equipment Unconditionally Guaranteed, Trade Prices, 1/3 Dep., Bal. C.O.G.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW! RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • EVergreen-7-4580

OPERATORS! Here is a Peerless Opportunity

Unparalleled in the History of COIN VENDING!

We are the largest penny weighing machine business in the world. We have extensive weighing machine routes available in important population centers throughout the country. This year we are reorganizing our Structure, and so we are in a position to offer you . . .

Our own weighing machine routes — that are operating profitably this very minute in top stores, chains, supermarkets, department stores, railroad and air stations, bus terminals, theatres, etc., etc., etc!

We have such routes all set and ready for you to incorporate immediately into your present operations!

Weighing machines are the ANNUITY OF THE VENDING INDUSTRY! Such an opportunity has never appeared before — it may never happen again — take the step that will vastly increase your earnings!

- Give you complete Information
- Show you actual records on earnings
- Continue to supply you with parts and supplies
- Offer you a sincerely equitable deal
- Provide you with most convenient and easy terms

WE WILL . . .

This offer demands immediate attention—ACT AT ONCE! Fill out coupon—and MAIL NOW!

Peerless Weighing & Vending Machine Corp.,
29-28 Forty First Avenue—L. I. City, New York

Guarantee: I am interested in a weighing machine route. Please send me full particulars.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Phone (Please fill in blank) _____ Territory _____

I am interested in _____ (Circle one of Controls)

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETOPIA VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcals 7-1418



VICTOR'S Topper Deluxe Globe Style

100 way more... 12.00 Ea.
100 way more... 12.00 Ea.

PIRWAY MACHINE CORPORATION

718 Crane St. Baltimore 5, Md.

YOUR NAME _____

ADDRESS _____

CANCER % YOUR LOCAL POST OFFICE

GIVE TO THE AMERICAN CANCER SOCIETY

For Top Locations! Look at these LOW Prices!
Reconditioned PEERLESS TICKET MACHINES—equal to new!

SPECIAL! SPECIAL! SPECIAL!

Movie—TV—Recording Stars on your weight tickets—

Full A Color—Futures . . .

Retail priced at \$1.35 Per Thousand in 5 Thousand lots

Don't Hesitate—Don't Delay!

Write, Wire or Phone TODAY!

Model 55 . . . \$200.00

Model 5 . . . 175.00

Model 50 . . . 150.00

Model 0 . . . 130.00

IMMEDIATE DELIVERY!

PEERLESS Weighing & Vending Machine Corp.
29-28-41st Avenue • Long Island City 37, N. Y. • Phone: STUdinh 2-1400

You Can't Miss with This!

HERE'S THE TIP-OFF . . .

EVANS'

Saddle & Turf

Exciting . . . Entirely Different



SEVEN PLAYER SPIN TABLE

COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

★ Sensational new Replay AMUSEMENT MACHINE. Fast-colorful Flashing lights and high speed action attract and hold players as well as spectators.

★ High scores possible with single coin for top play incentive!

★ As many as 7 players can deposit coins.

★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.

★ Single coin play with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!

OR CONTACT FACTORY DIRECT . . .

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Coinmen You Know

• Continued from page 87

record distributors move near by Brothers' new Decca recording to make the area a sort of "Say Si Si," is destined for a long run on top. She says many juke box operators are buying this number in large quantities.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Key prices slightly depend on condition of the equipment, age, time on location, territory and other related factors.

ANI	Issued of April 18	Issued of April 25	Issued of April 25	Issued of April 25
Hilmar	\$225.00	\$225.00	\$225.00	\$225.00
Model A.....	375.00			
Model B.....	375.00	394.50	395.00	394.50
Model C.....	375.00	394.50	394.50	394.50
Model D.....	425.00	450.00	395.00	425.00

Chicago Coin			125.00	
Bank Note.....				125.00
Hill Parade.....				

EVANS		325.00	350.00	350.00
Construction.....				
Model.....		149.50	149.50	129.50

MILLS				
Model.....		149.50	149.50	129.50
Model.....				

PACKARD		79.50	79.50	79.50
Model.....				
Model.....				

ROCK-OLA				
Model.....				
Model.....				

Standard		295.00	295.00	295.00
Model.....				
Model.....				

1427		79.00	119.00	119.00
Model.....				
Model.....				

1428		119.00	134.50	134.50
Model.....				
Model.....				

1429		249.00	249.00	249.00
Model.....				
Model.....				

1430		250.00	250.00	250.00
Model.....				
Model.....				

1431		395.00	395.00	395.00
Model.....				
Model.....				

1432		395.00	395.00	395.00
Model.....				
Model.....				

1433		395.00	395.00	395.00
Model.....				
Model.....				

1434		395.00	395.00	395.00
Model.....				
Model.....				

1435		395.00	395.00	395.00
Model.....				
Model.....				

1436		395.00	395.00	395.00
Model.....				
Model.....				

1437		395.00	395.00	395.00
Model.....				
Model.....				

1438		395.00	395.00	395.00
Model.....				
Model.....				

1439		395.00	395.00	395.00
Model.....				
Model.....				

1440		395.00	395.00	395.00
Model.....				
Model.....				

1441		395.00	395.00	395.00
Model.....				
Model.....				

1442		395.00	395.00	395.00
Model.....				
Model.....				

1443		395.00	395.00	395.00
Model.....				
Model.....				

1444		395.00	395.00	395.00
Model.....				
Model.....				

1445		395.00	395.00	395.00
Model.....				
Model.....				

1446		395.00	395.00	395.00
Model.....				
Model.....				

1447		395.00	395.00	395.00
Model.....				
Model.....				

1448		395.00	395.00	395.00
Model.....				
Model.....				

1449		395.00	395.00	395.00
Model.....				
Model.....				

Hartford

A 38-year-old Connecticut man, Paul G. Devan, of Trumbull, was fined \$100 in U. S. District Court after pleading guilty to using slugs in coin-operated vending machines in the Bridgeport Brass Company plant. He was arrested by Secret Service agents after the Canteen Company had reported finding more than 4,000 slugs in their vending machines in the brass plant. Devan was found to have over 40 pounds of slugs "in reserve" in his home.

"Mighty proud" was the way Leonard L. Barnes described winning first place in a competition with 48 other Columbia distributors throughout the United States and Canada. Barnes, sales manager of Stern Company's Columbia Records division, Hartford, won a Hillman-Minx auto for his sales efforts. In announcing the award, Stanley Kavan, of Columbia Records, cited the outstanding performance of the Hartford distributors in sales of Columbia's platters during February and March.

Washington

James Kaplan, owner of the Palace and Amusement Arcades, among the largest in the city, is pleased that pinball have picked up a bit. He believes the warm weather will bring about a substantial increase in business. Kaplan adds that Flying High and Queen of Hearts have been well-received.

Michael Enterprises will soon take over a large location at the airport. O. W. Mike Bushdill, Bill Brownell, Kevin Kule of Washington, Inc., feels certain that the warm weather won't cause a serious slump in coffee sales. Collections have steadily increased since the firm started.

Meyer Geland, of the G. B. Hacks Corporation, disclosed his firm recently installed a complete vending service in the White House for use of the capital staff. (See separate story.) L. S. Sinclair, head of Northern Bell Telephone Company, reports business slow, but she looks forward to a sizable increase.

Westway Vending, headed by Sid Lotenberg, is working on a contract involving a large local business. Business has been exceptionally good at Westway for the past year.

Los Angeles

Ivan Wilcox passed away in Visalia, Mr. and Mrs. William R. Hoppel Jr. are on the high seas aboard the S. S. America bound for Germany. While in Europe, Hoppel will survey the field for his export department in Badger Lake Company, reports business slow, but she looks forward to a sizable increase.

M. L. Slater, who recently sold his operation, Slater Vending Service, and Mrs. Slater recently returned from their vacation in San Francisco area. They also visited friends at Fort Ord.

HOW ABOUT THIS CO-INCIDENCE

LONDON, May 9. — Gil Kitt, owner of Empire Coin Machine Exchange, Chicago, was made to feel at home this week when on his first day here he happened on a Manhattan game. This is a late model game produced by United Manufacturing Company, the Chicago factory for which Kitt's firm distributes.

The Empire Coin executive left for Paris today (9), the second phase of his five weeks export business trip. He is not only handling the affairs of the game, but also the sojourn but is empowered to appoint and dismiss distributors for Williams Manufacturing Company, another leading Chicago amusement game builder.



COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE

APPLIANCE OF YOUR CHOICE

• WASHERS • T. V. SETS • IRONERS, ETC.

Available settings range from 30 seconds. Start for both times and quarters. Dual post—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE

2412 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600

Wires—Wires—Phone

when answering ads . . .

say YOU SAW IT IN THE BILLBOARD!



YOU CAN'T BUY A BETTER
RECONDITIONED
PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE

WURLITZER

1015 \$139.50 B \$394.50

1100 \$265.00 C \$394.50

1250 \$394.50 D \$394.50

Two-Wheel Heavy Duty Crane Cart \$294.50

147 \$124.50

148 \$139.50

149 \$174.50

150 \$174.50

151 \$174.50

152 \$174.50

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

2101 Ridge Chicago Ill. 60618

Midwest 5-2310

Midwest 5-2310

NEW!
2
FULL
FIVE-MAN
TEAMS!

Keeney's
TEN PLAYER
CLUB BOWLER

The only game
that offers realistic
bowling competition
for 5-man teams!

JUMBO LITE-UP PINS
readily visible rollovers

EVER-SUCK
Silent
Playfield

4 Ways to Play!

- ★ 20-30 SCORING
- ★ EXTRA SHOTS ON TENTH FRAME
- ★ BONUS PLAY EXTRA SHOTS ON ALL FRAMES
- ★

DOUBLE
SCORING
IN
3rd-5th or 7th frame!

4 WAYS
Adjustable BY OPERATOR
ON DIAL INSIDE CABINET

LOCATIONS ARE
ASKING FOR

Keeney's
CLUB
BOWLER

See YOUR KEENEY DISTRIBUTOR!

IMMEDIATE
DELIVERY!

J. H. Keeney & CO., INC.
3400 W. FIFTIETH ST. • CHICAGO 22, ILL.

act
Today!

WE SHIP
all over the world

100% SATISFACTION GUARANTEED
Beautiful WURLITZER 1400—1450—1500—1000—1015
Meteor Rocket, Atomic Jet and Rocket Space Ships
Automobile Kiddie Rides \$395
Exhibit Twin Rotation \$195

WANTED: Will pay cash or trade above for BALLY BRIGHT LIGHTS, BALLY BRIGHT SPOTS, BALLY CHAMPION HORSE. Will buy whole route of horses and kiddie rides.

REDD DISTRIBUTING CO., INC.
206 LINCOLN STREET
ALLSTON 24, MASS. AL 4-6040
Exclusive distributors for **AMI BALLY-UNITED**

For Better Buys Buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 3600

AMI Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
735 E. Broad St., Louisville 1, Ky. 1000 Broadway, Cincinnati, Ohio
2405 Infirmary St., Lexington 2, Ky. 3011 S. Main Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

DAVIS GUARANTEED PHONOGRAPHS

—WIRED MUSIC BARGAIN—
72 Units—PANTAGES-MAESTRO Music
Complete with Sterile Equipment—Also New
WRITE for Details and Price

SEEBURG M-100 A
with DAVIS Guarantee
\$595.00

Looks and Operates Like New

CHECK THESE FEATURES—
• Mechanism overhauled
• Electric selector checked
• Selected Unit disassembled and cleaned
• New pick-up cartridge
• Amplifier tested
• Cabinet refinished

SEEBURG
148 M \$199.00
147 W or S 115.00
146 W or S 99.00
1941 HIGHWAY 49.00
WURLITZER
1980 \$125.00
1217 HIGHWAY 249.00
1917 HIGHWAY 99.00

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

WALL BOXES
Wurlitzer 4520, 5e, 10e, 25e, Reconditioned \$39.50
Wurlitzer 3020, 5e, 10e, 25e, Reconditioned 39.50
Wurlitzer 3021, Reconditioned 9.95
Wurlitzer 219, Reconditioned 22.50
Seeburg 3W-126, 3-Wins, Reconditioned, Refinished 9.95
Seeburg W-126, 3e, Wreath, Reconditioned, Refinished 7.95
Packard Pic-Mat 3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS DISTRIBUTING CORP. SEEBURG FACTORY DISTRIBUTORS
Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y. 73E ERIE BLVD. E.
PH. 75-5104

BINGO GAMES WANTED

WILL BUY
ATLANTIC CITY PALM BEACHES
CONY ISLANDS PROLETS
BRIGHT SPOTS SPOT LITES
BRIGHT LITES BEAUTY'S
WILL PICK UP WITH OUR TRUCK.
Phone: ADAMS 7254

Central Ohio Coin Machine Exchange
825 S. HIGH ST. COLUMBUS, OHIO

GIVE TO THE RUNYON CANCER FUND

Brand New!
Buckley CRISS-CROSS JACKPOT BELLS
5c-10c-25c-50c-\$1.00
Also made for many foreign coins.

BUCKLEY WALL BAR MUSIC BOXES
20-24-32
Recond. Selections
5c or 10c Play

Buckley Manufacturing Co.
4325 W. Lake St. Chicago 34, Ill.

YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT



with GOTTLIEB'S GRAND SLAM



• ROTATION SEQUENCE 1 to 9; when numbers 1 to 9 are hit in rotation, one of six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!

• When "A"-"F"-"G" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS for SUPER-HIGH SCORES!

• 4 HOME RUN TARGETS!

• BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in man on base for additional runs.

• Man on base only twice light up SPECIAL ROLL-OVER for REPLAYS!

**SUPER-HIGH SCORE
TO 7 MILLION!**

3 "POP" BUMPERS!

**2 SUPER-POWER
FLIPPERS!**

WHAT A HIT!
GRAND SLAM
EARNINGS WILL MAKE IT
YOUR ALL-TIME
"GAME OF FAME!"



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR NOW

ACORN

1c or 5c, 616 or 816
Ball Game or All Purpose
Mdr.

WRITE FOR
QUANTITY PRICES!

5-BALLS

UNITED CANADA	EXHIBIT
BALLY BEACH CLUB	Be Spot 85
BENKO GOLDEN HOGGET	Canary 95
CNU BIG HIT	Shamrock 65
6010 GRAND SLAM	Dee 65
WMS. TIMES SQUARE	Dee 65

BINGO

Palm Beach 660	10c 100 500
Atlantic City 660	10c 100 500
Green 660	10c 100 500
Start 660	10c 100 500
Used 660	10c 100 500
Center Island 660	10c 100 500
10c 100 500	10c 100 500
10c 100 500	10c 100 500
10c 100 500	10c 100 500
10c 100 500	10c 100 500

UNITED

Touchdown 850	10c 100 500
Uphill 850	10c 100 500
Temple 750	10c 100 500

WILLIAMS

Silver Machine 825	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500

ARCADE

AUTO-PHOTO	WMS. DRAPE BARBELL
ARK. SPACE GUN	AST. RIFLE POINT
AST. CHALLENGER	SWAMP B.A.T.-COBS
CH. Pistol 275.00	Bully Band Pin 325.00
Alger Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00
Auto Motel 295.00	Auto Motel 295.00

SHUFFLE GAMES

UNITED CLIVER 1, A	UNITED CASCADE 1, A
UNITED SCARLETT 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A
UNITED SUPER 1, A	UNITED SUPER 1, A

UNITED

Touchdown 850	10c 100 500
Uphill 850	10c 100 500
Temple 750	10c 100 500

WILLIAMS

Silver Machine 825	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500
Shoe Show 125	10c 100 500

COUNTER GAMES

SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c
SHILL-A-MOMER	5c 10c

CIGARETTE VENDERS

FACTORY REBUILT, 25c. KING SIZE CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Save Producers 15 CIG. or 8 CIG.

Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

COINWAY CHANGEMAKER

Unconditionally guaranteed
100% satisfaction or
money back

\$69.50

Distributor Inquiries Invited

CLEVELAND COIN

MACHINE EXCHANGE, INC.

201-205 Prospect Ave., Cleveland 15, Ohio

All Phones: Answer 1-6715

SHUFFLE BOWLING

Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500

SHUFFLE BOWLING

Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500

SHUFFLE BOWLING

Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500

SHUFFLE BOWLING

Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500

SHUFFLE BOWLING

Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500
Shuffle Bowling	10c 100 500

SAVE MORE MONEY MAKE MORE MONEY

Subscribe to The Billboard TODAY!

PROVEN PROFIT MAKERS

Stay with the winners... RIFLE SPORT and CHALLENGER have produced profits for others... why not for you? Write, A.B.T. MANUFACTURING CORP., 735 N. Kedzie Ave., Chicago 12, Ill.

OPERATORS FROM COAST TO COAST AGREE THAT

BEACH CLUB

IS *Bally's* GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES · IN-LINE and CORNER Scores
3-in-line on SUPER CARD Scores 4-in-line score
Improved SELECT-A-SPOT feature · New EXTRA-TIME feature
TRIPLE-SPOTS Roll-over feature · Up to 3 EXTRA BALLS per game

**NEW
7-CHOICE
SELECT-A-SPOT
FEATURE**



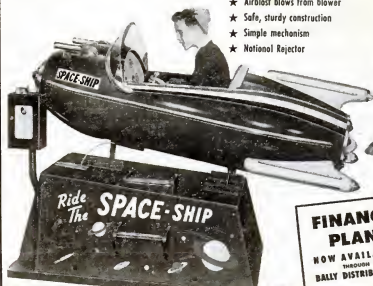
Player
turns knob
to select choice of
10, 16, 19, 20,
21, 22, 25
(when lit)

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action...surging forward, gliding backward...dipping and rising...rolling from side to side...swinging and banking like a jet-fighter...and you will see why junior space-pilots prefer the Bally SPACE-SHIP...why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember...you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



**FINANCE
PLAN**
NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

Ride THE CHAMPION

**TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS**

Cash-box records prove that THE CHAMPION...the deluxe hobby-horse...is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!
IT GALLOPS!**

**RIDE
THE CHAMPION**
10¢

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

CLOVER SHUFFLE ALLEY

TRIPLE MATCH FEATURE

NUMBER — STAR — CLOVER
(0-9) ★



THIS FRAME SCORES

DOUBLE

WHEN LIT

NEW



✓ 10TH FRAME FEATURE

✓ STRIKE OR SPARE FLASHER LIGHTS

✓ CAN PICK UP 7-10 SPLIT

✓ FORMICA PLAYBOARD

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.

SEE
YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



FOR A BETTER MUSIC SERVICE

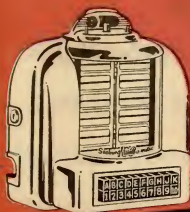
REMOTE CONTROL

IN EVERY LOCATION

100 selections at the phonograph . . . or anywhere in the location . . . with
The Wall-O-Matic "100" the finest remote selection system ever developed.

THE **Wall-o-matic**
100

FOR WALL MOUNTING
IN BOOTHS, AT TABLES
AND IN REMOTE ROOMS



THE **Wall-o-matic**
100

FOR BRACKET MOUNTING
AND COUNTER
INSTALLATIONS



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
P. F. SEEBURG CORPORATION
Chicago Illinois

*America's finest and most
complete music systems*